Registered at the G.P.O. as a newspaper.

JANUARY 15th, 1954.
9d. weekly 40/- a year

Furnishing World

and Furniture, Bedding & Upholstery Manufacturer

THE WEEKLY JOURNAL OF THE FURNITURE & FURNISHING TRADES

The MARCHIONESS Mattress

for PERFECT DESIGN and CONSTRUCTION

THE MERSEY BEDDING CO. LTD

23-31 GILDART STREET, LIVERPOOL, 3. Tel: North 2455-6-7, Grams: BEDDING LIVERPOOL

"Golden Key" sales staff are at your customers' service daily, in our own new showrooms, where there are permanent displays of "UNITFORM" (Contemporary) furniture in Walnut and Oak, and also of Bedrooms and Dining Rooms in Bird's Eye Maple, Walnut Burrs, Figured Walnut and Oak, as nationally advertised. The showrooms are open until 1 p.m. on Saturdays and can be reached by Tube (Central London line to Bethnal Green, or District line via Bow Road); or by 8, 8a or 60 Bus to Old Ford Terminus.

Use these new showrooms as your own

Golden Key

PALATIAL LIMITED
Palace Works, Old Ford,
London, E.3
Phone: ADV 3221

1899 MAKERS OF FINE FURNITURE FOR OVER FIFTY YEARS 1954

QUICKFOR

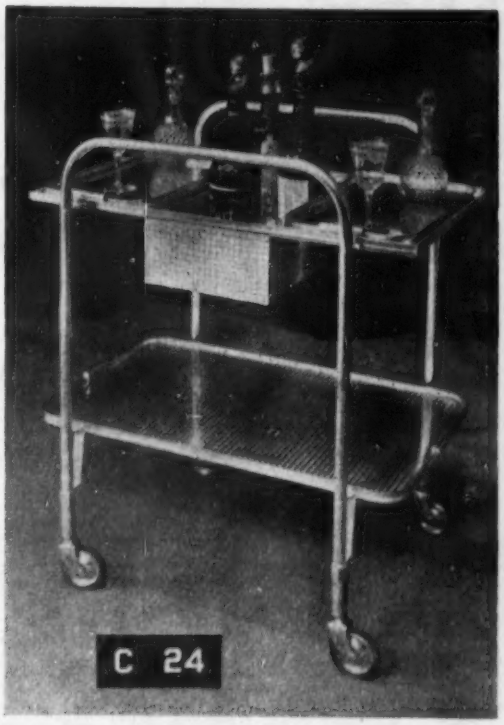
FAST SELLING LINES MAKE A VERY ATTRACTIVE DISPLAY!

ANODISED ALUMINIUM

Trays and Trolleys

R 24

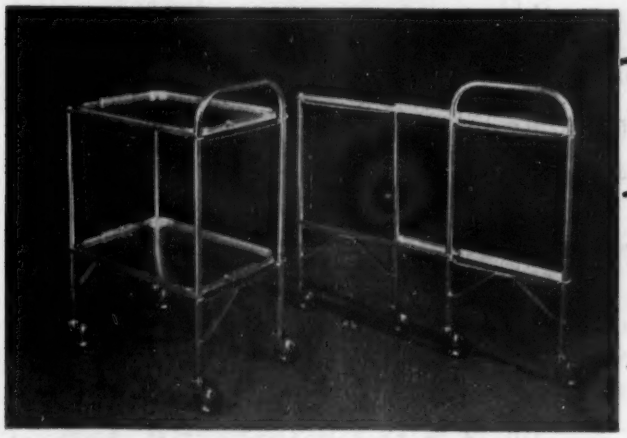
GOLD • GREEN • PINK • BRONZE



HEAT RESISTING STAIN PROOF GUARANTEED

Prices ranging from **£6 · 10 · 0** to **£12 · 12 · 0**

Ask for illustrated folder



NEW!

A Folding Trolley

High Class Quality Trolleys and Trays, produced throughout from anodised aluminium. Absolutely stainless and heat corrosion resisting. Entirely New and Unique are the foldable trolleys in two and three tiers.

COT/2 ALL CASTORS SILENT RUNNING AND PLATED TO PREVENT RUSTING

QUICKFOR LTD., Viaduct Works, Cavendish St., Ashton-under-Lyne, Lancs. Tel.: Ashton 1545

CHAIRS

for the Dining Room

OAKRIDGE CHAIR WORKS LTD

CHAIR MANUFACTURERS & UPHOLSTERERS

OAKRIDGE ROAD · HIGH WYCOMBE · BUCKS

TELEPHONE: **RADNAGE 222**

EMKAY

FURNITURE PRODUCTS LTD.

RIVERSIDE ROAD, WATFORD, HERTS
Telephone: 5273

Our Registered Trade Mark MK *is Your Guarantee of Quality*

Makers of

BUROLITE

BUREAUX

Patented "Penrest" handles and pen racks. Unique features, highest quality. Now being demanded by the public.

Superior Upholstery

A

"FINA-CRAFT" *Production*

The "PRINCESS" Suite, in finest British all-wool Moquette including Latex Foam Cushions

A & H UPHOLSTERY, LTD.
MILLWRIGHT ST., REGENT STREET, LEEDS, 2

JUST THREE
FROM OUR
LARGE FAMILY
OF

CHAIR CENTRE

INEXPENSIVE UPHOLSTERED CHAIRS

C74/U

C18/3/U

C75/U

THESE CHAIRS AND MANY OTHERS CAN BE SEEN ON OUR STAND, No. 18R (FIRST FLOOR), EARLS COURT EXHIBITION

CHAIR CENTRE LIMITED

50 GREAT EASTERN STREET, LONDON, E.C.2 Phone: BIShopsgate 9792/3

PLEASE ASK FOR OUR NEW CATALOGUE No. 1153 AND REVISED PRICE LIST

Moquettes,
Velveteen, Leathercloths,
Platform Seating,
Cotton Felt, Spring Interiors

Rexmore

UPHOLSTERERS' WAREHOUSEMEN
17-19 Stafford Street, Liverpool 3. NORTH 1361/2/3
LIVERPOOL AGENTS FOR **JOHN COTTON (JUTE) LTD.** MIRFIELD, YORKS

SOUND AS

FURNITURE
I. ABEL & SON (KINGSLAND) LTD
12-14-16 Hertford Road, N.1
Telephone: CLissold 5854-5

"Elkay"

for outstanding value

★ ESTABLISHED OVER 50 YEARS
★ ALWAYS ON SHOW AT OUR WORKS — A NEW RANGE OF DESIGNS
★ PHOTOGRAPHS FORWARDED ON REQUEST

ELKAY FURNITURE PRODUCTS, LTD.
KEYMER WORKS, KEYMER STREET, (OFF PHILIPS PARK RD.), BESWICK, MANCHESTER, 11. TELEPHONE: ARDWICK 2347

Designed for the new 'freedom era'

Nathan Dining Sets, Bookcases and Cocktail Cabinets in oak and walnut exemplify the fine design and finish of our furniture which to-day excels even our pre-war standard of quality

This sideboard from the 'Angel' set is a typical example. The sliding Cocktail Unit is a special feature of this set.

NATHAN

The accepted name for Better Quality Furniture

B & I NATHAN LIMITED

ANGEL ROAD EDMONTON LONDON N18 TOTtenham 2246/7

Choice Selection of Antique Reproduction Pieces

Always on View at Our Permanent Showrooms

S · MATTHEWS & SONS · LTD

ANTIQUE REPRODUCTION FURNITURE MANUFACTURERS

REGENCY WORKS · 419 OLD FORD ROAD · LONDON E.3

TELEPHONE ADVANCE 3827 TELEGRAMS SMASONS, BETH., LONDON

C·R·

Bates

& SONS·LTD·

A name of note in Chairs

- DINING
- FOLDING
- WHEELBACK
- BENTWOOD
- KITCHEN

for all occasions

STOKENCHURCH - BUCKS

Telephone: RADNAGE 318

★ *A Century of Furniture Craftsmanship embodied in every piece of —*

NORTH

Furniture.

Fireside Chair

Manufacturers also of · CHURCH FURNITURE · DINING, NURSERY AND COMMODE CHAIRS · SHIP FURNITURE · OFFICE FURNITURE

B. NORTH & SONS (WEST WYCOMBE) LTD.

PIDDINGTON · HIGH WYCOMBE · BUCKS

Telephone: LANE END 325

DINING CHAIRS
OFFICE AND RESTAURANT CHAIRS

LEVIN
FOR
CHAIRS

M. LEVIN LTD.
115, WILTON WAY, HACKNEY, E.8. AMHERST 3414

THE ADVERTISEMENT BELOW, WHICH WILL APPEAR ON FEB. 16 AS A HALF PAGE IN THE 'DAILY EXPRESS' WILL CARRY THE

Austinsuite

TRADE MARK

MESSAGE INTO MORE THAN 4,000,000 HOMES. BENEFIT FROM THIS POWERFUL ADVERTISING SUPPORT. IF YOU HAVE NOT YET PLACED YOUR ORDER, PLEASE LET US KNOW YOUR REQUIREMENTS *NOW*

F. AUSTIN (LEYTON) LIMITED, ARGALL AVENUE, LONDON, E.10. (LEYtonstone 5566)

THE Austinsuite
Silver Anniversary SERIES
The first 'Austinsuite' was made in 1929. The standard set then . . . THE BEST IN BEDROOM FURNITURE . . . has been maintained ever since. Now, as many 'Austinsuites' are produced in a day as were then produced in a year. And still the nation-wide preference for the 'Austinsuite' cannot always be promptly satisfied, because 'Austinsuite' production will never be increased at the expense of craftsmanship and quality. To mark the 25th birthday of the 'Austinsuite,' three new designs of superlative value—the Silver Anniversary series, comprising the PRINCESS (shown above) at £67.19.6, the SUSSEX, at £63.19.6 and the YORK, at £72.19.6 (all available with light brackets, matching bedsteads and pedestal cupboards as optional extras)—have been issued to leading Furnishers and Stores throughout the country. Go and see them now.
SUSSEX
YORK
THE BEST IN BEDROOM FURNITURE

The man with ideas

COME to OUR SHOWROOM at 71, HACKNEY RD. E.2.
TO SEE MOQUETTES AND TAPESTRIES IN OUR LATEST DESIGNS & COLOURS

The highest quality materials throughout, at the lowest possible prices.

IDEAS are FREE

As you wander round our Showroom you cannot help evolving ideas of your own for design and decoration.

In this field our fully qualified and experienced staff are at your disposal and will be glad to contribute their advice and suggestions.

We hope to have the pleasure of welcoming you in the near future.

M. H. GREENMAN LTD

71 HACKNEY ROAD, LONDON, E.2

Phone: SHOreditch 5112 Grams: Emgeemetal, Beth, London

Supplies of every type of fitting to the Furnishing and Upholstery Trades

KITCHEN CABINETS of QUALITY

★

for LANCASHIRE AND YORKSHIRE

★

THE "WINDSOR"

ELI SUTCLIFFE & SONS LTD.
CABINET MAKERS
WALSDEN · TODMORDEN LANCS
TELEPHONE: TODHORDEN 107

COMFORT – all round the Clock!

SIDDALL & HILTON LTD.
ROYSTON—YORKSHIRE
Telephone: Royston 195

NEW METHOD for HIRE PURCHASE

Three Entries with One Writing — Plus Special H.P. Record

You want to see the financial state of every Hire Purchase account at a glance . . . . .

A new visible record has just been designed for this purpose. On one small sheet just a few inches square there is every item of information you require—name, address, guarantor, agreement number, duration, price, payments, charges, balances . . . . . And colour-signals flash warnings of outstanding instalments, etc.

This means quick sighting, speedy entry, **visual** control of every one of a hundred or ten thousand accounts. But, in addition, a simple device cuts down even this reduced clerical labour by 66⅔% . . . . . so that customers' ledger account, journal and receipt slip **can all be entered WITH ONE WRITING!**

Thousands of such records can be compactly housed in slim streamlined books—all within arm's reach of one clerk. Any record can be removed in a second—any new one added. This new method means a very considerable saving in clerical labour, time and office space.

Just jot "H.P. Records" on your letter heading and full details will be sent you by return.

Shannon Systems

FIRST IN FILING

The Shannon Ltd.,
296 Shannon Corner, New Malden, Surrey

THE

"PRIDE-O'-HOME" RANGE

OF

KITCHEN FURNITURE

HAS BEEN ACCLAIMED BY OUR CUSTOMERS THROUGHOUT THE COUNTRY

"OUR BEST EVER"

STOCK AND SELL

KITCHEN CABINETS
HALF-CABINETS

WALL CUPBOARDS
AND TABLES

THE "Pride-O-Home" RANGE

FULLY ILLUSTRATED CATALOGUE AND PRICES OF OUR NEW RANGE OF "PRIDE-O'-HOME" KITCHEN FURNITURE GLADLY SENT ON REQUEST

BLUE GATE

PRODUCTS LTD.

NORTH STREET
PLAISTOW·LONDON·E·13

TELEPHONE: GRANGEWOOD 7731/2/3
TELEGRAMS: HUVAN-STRAT-LONDON

LUISTON FABRICS · CALIDUS QUILTS

The Musings of

Stonards

THERE IS AN OLD PROVERB

that says that "Every man remembers his own interests." But, unless he remembers, also, the interests of his customers, he will have neither the one nor the other. Each of us should endure with equanimity what we have brought upon ourselves by our own example. Being neither smug, nor possessed of fulsome pride, we realise that the interest of our customers must be that of our own, and, for some 60 odd years we have done our best to make it so.

For 60 years satisfied buyers have been coming to

STONARDS LTD

for

FURNISHINGS

73, CHEAPSIDE
LONDON, E.C.2
Telephone: City 7025/6/7

BW/15/1/54

PYRAMID

OFFICE CHAIRS & STOOLS

Library and Boardroom Chairs
Municipal Contracts

A. PARKER & Co (HIGH WYCOMBE) LTD

PYRAMID WORKS, DESBOROUGH STREET, HIGH WYCOMBE
TELEPHONE: H. WYC 837

Part pattern from the 'Napoli' — 50" Printed Heavy Cotton Satin in several different colour ways

ROSEBANK

furnishing fabrics

MADE BY TURNBULL & STOCKDALE LTD MANCHESTER

LONDON KENT HOUSE, MARKET PLACE, OXFORD CIRCUS, W.1.

TRADE MARK

SOMNUS *Contemporal* DIVANS and BEDS

These are new ventures for the Bedding House of Rhodes. Styled to match the best of "Contemporary" Bedroom furniture, the workmanship and materials are in the SOMNUS tradition. As an alternative to the exclusive David Whitehead fabric illustrated, both available with Art Silk Damask tickings. Make a special note of the attractive prices.

A fully upholstered SOMNUS Divan and Spring Interior Mattress, with headboard in upright grained walnut or natural oak. Castors are fitted at the head-end and all four legs are detachable. Made in 3′ 0″ width only.

DIVAN AND OVERLAY MATTRESS COMPLETE

Covered in a David Whitehead Fabric - - - £19.15.0

Covered in Art Silk Damask £18.5.0

A bedstead of new design (Registered No. 871006) with twist link mesh base and a SOMNUS Mattress. Head-end, foot-end and valance rails in upright grained walnut or natural oak. Castors fitted at head-end. Made in 3′ 0″ width only.

BED AND OVERLAY MATTRESS COMPLETE

Covered in a David Whitehead Fabric - - - £17.6.6

Covered in Art Silk Damask £16.2.0

BED ONLY (which can be completed with any SOMNUS MATTRESS) - - - - £8.15.0

SOMNUS BEDDING

for the New Elizabethans

WILLIAM RHODES LIMITED

CARLTON CROSS MILLS, LEEDS 2. Also at The Wells Road, Nottingham

Colorites

TUFTING BUTTONS

High Quality Low Price

WATSON & EWEN LTD

HAZLEMERE, HIGH WYCOMBE. TELE.: PENN 2358

The STAR UPHOLSTERY Co. Ltd. READING

- THREE-PIECE SUITES
- EASY CHAIRS
- FIRESIDE CHAIRS

The 'Grant' Easy from the 3-piece suite

The
STAR UPHOLSTERY Co. Ltd.
5 STATION HILL, READING
Established 1921 Phone: READING 2318

Renowned makers of

FINE UPHOLSTERY

J. Sorenson LIMITED
79-81 & 86-88, KEMPSTON ST. LIVERPOOL. 3.

PRECISION Engineering in WOOD

in **WOLVERHAMPTON** — *the heart of the Midlands*

EVER-TIDY
KITCHEN CABINETS

The leading manufacturers of all-wood Kitchen Cabinets in the Midlands for the Midlands.

Good design—Sound Construction—Superior Finish.

EVER-TIDY PRODUCTS LTD.

145-146 LOWER STAFFORD STREET, WOLVERHAMPTON
Telephone: Wolverhampton 24851

CARTWRIGHT CHAIRS

ESTABLISHED 1869

B. CARTWRIGHT & SON, LTD.

MENDY STREET

HIGH WYCOMBE

TELEPHONE 500

We have a BENT

for bending TIMBER!

FOR THE FURNITURE & ALLIED TRADES

★ We can solve your bending problems at our new premises

GOOD STOCKS OF ASH, BEECH & OAK FOR CHAIR FRAMES, ETC.

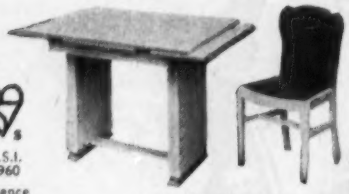
BENTWOOD (STRATFORD) LTD.

9, RATCLIFFE CROSS STREET, COMMERCIAL ROAD, LONDON, E.1

STE 1565/3718

IMITATION IS THE SINCEREST FORM OF FLATTERY—

Because of the popularity of our designs many copies—modified to avoid infringement of our Registered Design—are appearing on the market, but remember only genuine GRANT Furniture bears this Trade Mark.



B.S.I. 1960 Licence No. 2066

ALL CHAIRS SPRUNG SEATS

S. GRANT (FURNITURE) LTD. LONDON

A GRANT PRODUCTION

The "MAPLE"—The only suite in Birds' eye maple in a comparable price quality range.

S. GRANT (Furniture) LTD

Harrow Road, Leytonstone, London, E.11

Tel.: MARyland 1361 (3 lines)

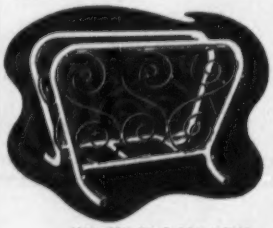
SHOWCARDS ON DEMAND

Regd. Design 864,160

For QUICK SELLING carpets and rugs consult

JOHN S. CASTLE & Son, Ltd.

15 PALACE ROAD, EAST MOLESEY : Molesey 3486



THE **"MAG-RACK"**

All Steel Magazine Rack

Retails at

21/- Including Purchase Tax

Finished Cream Stove Enamelled.

Other colours to order.

WANTED IN EVERY HOME — PROMPT DELIVERY

From the Manufacturers:

VAN HOORN TRADING CO.

GLOBE WORKS, FASSETT ROAD, KINGSTON-ON-THAMES

Telephone: Kingston 5319

W. Weisbaum & Sons Ltd.

TIMBER IMPORTERS

LARGE CONSIGNMENTS OF YUGOSLAVIAN & FRENCH

BEECH SQUARES AND HARDWOODS

ARRIVING REGULARLY

194/200, BISHOPSGATE · LONDON · E.C.2

TELEPHONE: AVENUE 1812/3

DINING CHAIRS

RUSSELL & CO. (FURNITURE)

253 WOOD STREET, WALTHAMSTOW, E.17 *KEYstone 4444*

No. 100

No. 400

BAR STOOLS AND TABLES

FIRESIDES DINING ROOM CHAIRS

OCCASIONAL FURNITURE

S. A. FANE

(HIGH WYCOMBE) LTD.

LANE END ROAD, SANDS, HIGH WYCOMBE

Phone: High Wycombe 744

No. 40A

BRITAIN'S COMPLETE SPRING SERVICE...

CUSHION UNITS, SEATING UNITS, TENSION SPRINGS, ***ZIG-ZAG SPRINGS,*** *UPHOLSTERERS' SPRINGS.*

Chiswell

WIRE Co. Ltd · SANDOWN ROAD · WATFORD · HERTS

Rifold Furniture

Formica Top Kitchen Tables

Attractively finished solidly built, with or without drop leaves and drawers

A fast selling, easily handled line

Other **Rifold** Products

Traybel Set
The modern nest of tables

Tea Trolley
New centre pillar design

Rex, Regent, Sturdy
Folding occasional tables

Stools
Upholstered or plain

E. J. RILEY LTD., WILLOW MILLS, ACCRINGTON

Sole Agents for Scotland — PATERSONS (Glasgow) Ltd., 79 Howard Street, Glasgow, C.1

K1 Desk

KAFA TABLE CO. LTD.

Manufacturers of Office and Canteen Furniture

29-31 WHADCOAT ST., FINSBURY PARK, LONDON, N.4

Phone: ARChway 6100 *Send for Catalogues and Price Lists*

Bar Table

"Equip"

BEDROOM & DINING ROOM FURNITURE

BEDSTEADS—BUREAUX

H. BLOOMFIELD & SONS LTD.

Telephone 24693

70, TENTER STREET

SHEFFIELD 1

J. H. T. SEWELL & SON

Manufacturers and Designers of

Artistic Table Mats, Trays and other domestic articles, hand-painted laquered or mounted with genuine old hand-coloured engravings

"THE OLDE PLOUGH," DENMARK STREET

HIGH WYCOMBE, BUCKS, ENGLAND

Phone: High Wycombe 952

ROSE, SALISBURY & CO., LTD.

Wholesalers— CARPETS—RUGS—LINOLEUMS TARPAULINS—DUST SHEETS

Main Distributors of "BRYSAL" Woven Floor Fabric

409, HOLLOWAY ROAD, LONDON, N.7 - Tel.: NORTH 3162 & 1945

FRAMES for Stuffover chairs · Settees and Bed Settees

G. MACK (FURNITURE) LTD

5 PEARY PLACE, ROMAN ROAD, BETHNAL GREEN, E.2

Telephone: ADVance 1972

HARDWOODS, PLYWOODS, WALLBOARDS, DOWELS

THE MERSEY TIMBER COMPANY

BROOKFIELD DRIVE · AINTREE · LIVERPOOL 9

Telephone: AINtree 4271/2. *'Grams: "MERTIMPLY" LIVERPOOL*

J. PAMPHILON & SONS LTD.

Specialist Manufacturers of

Pams Upholstery

13, JORDAN STREET, MANCHESTER, 15

Telephone: CEN 4797

k BRAND

UPHOLSTERY NAILS

KENT NAIL WORKS LTD, MAIDENHEAD, BERKS

Telephone: Maidenhead 2271

BIRMINGHAM: 33 Ludgate Hill MANCHESTER: 122 Upper Brook St

The largest range of plain, decorated and enamelled headed nails in the country. Competitive prices. *Samples on request*

WHOLESALE ONLY

Gashin UPHOLSTERY

7-11 LOW HILL, LIVERPOOL TEL.: ANFIELD, 6437

Winged uncut Moquette Covered Suite

Pullman Spring Cushions or Dunlopillo Cushions if required

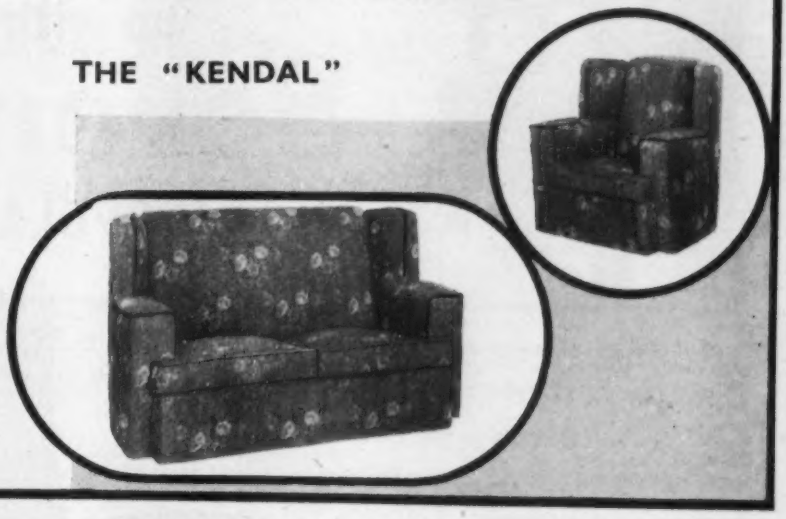
Spring Back and Seat

Rubberised Hair Arms

All interior Stuffing Guaranteed to conform to B.S.I. Standards

Symbol Number F641/651

THE "KENDAL"



BERGERE SUITES

Illustrated Catalogue & Price List sent on request

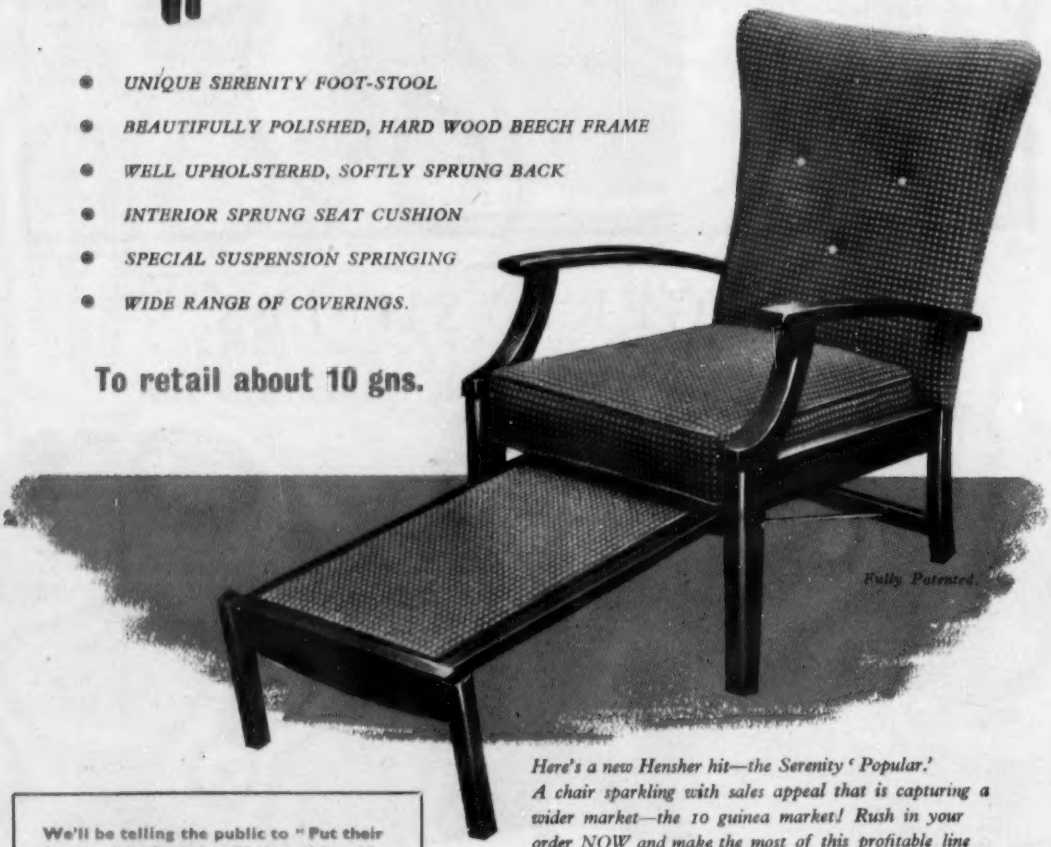
J. S. SMITH (HIGH WYCOMBE) LTD.
COPYGROUND LANE,
HIGH WYCOMBE
Telephone: High Wycombe 245

The Elizabeth Bergere Suite

put your sales up with the Serenity 'POPULAR'

- *UNIQUE SERENITY FOOT-STOOL*
- *BEAUTIFULLY POLISHED, HARD WOOD BEECH FRAME*
- *WELL UPHOLSTERED, SOFTLY SPRUNG BACK*
- *INTERIOR SPRUNG SEAT CUSHION*
- *SPECIAL SUSPENSION SPRINGING*
- *WIDE RANGE OF COVERINGS.*

To retail about 10 gns.



Here's a new Hensher hit—the Serenity 'Popular.' A chair sparkling with sales appeal that is capturing a wider market—the 10 guinea market! Rush in your order NOW and make the most of this profitable line from the start!

We'll be telling the public to "Put their feet up" in Serenity Chairs with a big national advertising campaign starting next month.
Watch out for details!

GEORGE HENSHER LTD., ZENITH WORKS, WALLIS ROAD, LONDON, E.9

Vol. XXXVII. No. 677 JANUARY 15, 1954

Furnishing World

Subscription 40s. a year post free (45s. overseas)

180 Fleet Street, London, E.C.4
Tel: CHAncery 8844 (15 lines)

No Withdrawal of Pay and Hours Claim says N.U.F.T.O.

Unions and Shop Stewards Meet

A MEETING of the London Furniture Workers' Shop Stewards' Council will be held at the Tottenham Trades Hall, Bruce Grove, Tottenham, at 11 a.m., on Sunday, January 24.

The meeting will discuss the rejection by the employers of the union's request for a 40-hour week and a wage increase of 6d. an hour.

Mr. F. E. Sweetman, London District Organiser, N. & N. E. Area N.U.F.T.O., will make a statement on the position up to the time of the meeting.

The union's attitude is outlined in the current issue of "N.U.F.T.O. Record," which says:—

"The whole position will now have to be reviewed by a joint meeting of the executives of all the unions concerned.

"This will be held in the second or third week in January.

"Without trespassing on the authority of that meeting, it can safely be said now that there will be no withdrawal of the claims, as suggested by the employers.

"We are entitled to assume that this complete rejection is not the last word on the employers' side."

The Shop Stewards' Council has issued a leaflet in support of their claims.

This leaflet says:—

"In 1953 we produced furniture worth approximately £100,000,000 at factory prices. About 66 per cent more than the value produced in 1948.

"Since 1948 man-power has increased by only 10 per cent.

"In the same period our weekly earnings increased by 36.5 per cent (all workers). But on average we each produced 50 per cent more furniture.

"Each employer makes a weekly profit of from £3 to £8 (according to the type of factory) per person employed.

"Available figures from official sources show that £16,500,000 profit was made by furniture manufacturers in 1950."

They have also circulated the figures showing profits made by a number of well-known firms in the industry.

F.D.C. LEVY IS DOWN

THE Furniture Development Council are seeking the approval of the Board of Trade for a reduction in the rate of their levy from £1 to 10s. for the first £1,000 of turnover or part thereof, and 4s. 6d. instead of 5s. for each subsequent £1,000.

The reason for this is given in a statement by the Council, which says that Section 6(3) of the Furniture Industry Development Council Order of 1948 lays it down that the levy is to be computed "not so as to yield more than £75,000 in any three years."

In 1952 the levy yielded £27,500 and in 1953 £26,000 making a total of £53,500, so that the levy for 1954 must be computed so as not to yield more than £21,500.

Firm To Be Wound-Up

AN order for the compulsory winding-up of M. and S. K. Furniture, Limited, was made by Mr. Justice Wynn-Parry, in the Chancery Division on Monday, on the petition of Swedish Turnery and Plywood Company, Limited, games components manufacturers, of Tabernacle Street, London, E.C.2.

Mr. M. Finer, for the petitioners, said the petition was based on a trade debt of £322. The petition was before the court last term when the question arose as to whether the company had gone formally into a creditors' voluntary winding-up and whether a liquidator had been appointed in that winding-up and had been served with the petition.

It has now been ascertained that a liquidator was appointed in such a winding-up.

HUGH FRASER BID FOR MACOWARDS?

THE name of Mr. Hugh Fraser, head of Glasgow's £5,000,000 House of Fraser, who last year bought up Binns of Sunderland, is being linked in the City with the recent buying of the shares of Macowards, the £1,200,000 Cardiff shop group.

The 4s. shares last week were up to nearly 14s.—highest for more than five years.

The directors of Macowards have noticed the steady buying, but have denied any knowledge of a take-over deal or offer for their shares.

A "Daily Mail" report says that the buying has come from Glasgow, thus creating the impression that the buyer is Mr. Fraser, who, it is believed, still wants to open up in London.

Macowards have two shops as near London as Watford and Sidcup, and one in Wimbledon.

Gaoled Bankrupt Loses His Appeal

And Has To Pay Costs

THE appeal of Arthur Myers, Wick Hall, Hove, a former general manager of Tacey's House of Value, Ltd., furnishers, North Row, Brighton, was dismissed at Brighton Quarter Sessions and he was ordered to pay £10 10s. costs.

He had appealed against a sentence imposed by Brighton magistrates.

Myers had pleaded guilty to taking part in the management of a company while an undischarged bankrupt, without the permission of the Bankruptcy Court.

He had been sentenced to six weeks' imprisonment and a fine of £250 or a further six weeks imprisonment in default of payment, and was ordered to pay 30 guineas costs.

Mr. Paul Curtis-Bennett, for the respondents, said Myers had been adjudicated bankrupt in November, 1948, with liabilities of £3,450.

In 1949 his wife bought a furniture business in North Road, Brighton, and in May, 1950, this was formed into Tacey's House of Value, Ltd., of which he held no shares.

He was appointed general manager, and bought and sold furniture for the firm until it went into voluntary liquidation in April, 1952, with liabilities of more than £6,000.

Since then his wife, who was one of the creditors in the liquidation to the extent of £1,300 to which she had given up all claim, had acquired part of the premises of Tacey's and had appointed him manager of a second-hand furniture business known as "Henry's."

Mr. Derek Curtis-Bennett, Q.C., for Myers, said that from the profit of Henry's Mrs. Myers had repaid £900 to creditors of Tacey's, although she was in no way bound to do so.

If Myers had been called something other than manager then he might not have been charged with the offence.

Mr. Derek Curtis-Bennett said that a considerable time before proceedings were started, the Official Receiver had been notified by Myers that he was working as a manager, and Mr. Curtis-Bennett suggested that had Myers asked permission to act as manager of his wife's business he would in all probability have been allowed to do so.

Two New Courses For Furniture Men To Be Run By F.D.C.

TWO training courses for the furniture industry have been arranged by the Furniture Development Council.

Following the experience at Nottingham the Council will again hold a mid-week course. This year it will be at the Wills Hall at Bristol University from Monday, June 21, to June 25.

The course will be concerned with production control, factory layout, handling methods and fatigue and will include practical work as before.

A three-day course on upholstery covering materials is being planned at Leeds to take place from Sunday evening, April 4, to Wednesday evening, April 7. The Textile Institute and the University of Leeds are collaborating with the Council in sponsoring this course.

It will be run under the guidance of Professor J. B. Speakman, D.Sc., F.R.I.C., F.T.I. (head of the Textile Industries Department at Leeds University).

The aim is to provide students with practical information which should be of use in buying covering materials.

Two Tenders Invited in Bristol

The Southmead General Hospital Group, Bristol, invite quotations from contractors, whose names are not on its list, for general and office furniture and equipment, hospital furniture and equipment.

Bristol Education Committee, Council House, College Green, Bristol, invite tenders for the supply of furniture for Horfield J.M. and I. School of 280 places.

New Standard For Balata Belting

THE British Standards Institution has just issued a British Standard for Balata belting (B. S. 2066:1953).

This standard specifies requirements for balata belting used for power transmission purposes and other load bearing applications, e.g., straps and slings.

This standard also specifies details of the fabric, impregnation, balata content, quality of balata, etc. and includes appendices giving details of methods for testing. Additionally, appendices are included concerning working conditions and information to be given with the enquiry or order.

Copies of the standard may be obtained from the British Standards Institution, Sales Branch, British Standards House, 2 Park Street, London, W.1., price 2s. 6d.

Winding-Up Petition Dismissed

MR. Justice Wynn-Parry, in the Chancery Division on Monday, dismissed, by consent, a petition for the compulsory winding-up of Harbrook Furniture, Limited, presented by Furniture Record, Limited, advertising contractors, of Worship Street, London, E.C.

Counsel for the petitioners said they were judgment creditors for £45. There was one supporting creditor for £201. The petition had been adjourned on three occasions. Arrangements had now been made for the matter to be settled.

Kilburn Store To Furnish Show Flat

A DRAW was held in the afternoon of January 8, at the offices of the Council of Industrial Design, London, to select a retailer from applicants willing to furnish a show flat at the "Daily Mail" Ideal Home Exhibition, Olympia, in March. The retailer selected was Williams' Furniture Galleries, 187-193 Kilburn High Road, London N.W.6., who will supply furnishings for the first-floor flat of a building put up at the exhibition by the Ministry of Housing and Local Government. The flat comprises a living room, two bedrooms, working kitchen and bathroom.

Mr. Frederick W. J. Dyllong is now owner of the cabinet making and upholstery business previously known as M. Inglis & Co. at 49 High Street, Montifieth. It will now be known as "Bobby."

Design Council To Extend To Ulster?

Miss Jean Stewart Visits Belfast

THIS week Miss Jean Stewart, retail officer of the Council of Industrial Design in London, went to Belfast. She went to meet various people in the housing, decorating and retail businesses with the main object of discovering what prospects there are for the Council to extend its design activities to Ulster.

Since it was set up in 1944, the Council has done a great deal of practical work in England and, through its Scottish Committee, in Scotland, to foster public interest in good design.

Besides making a direct approach to the public through large-scale exhibitions such as "Britain can make it," the 1951 Festival of Britain, and selective displays overseas, the Council has organised small exhibitions to tour retail stores.

It has also been responsible for the furnishing of a number of show houses, both at Ideal Home exhibitions and for local authorities in various parts of the country.

These projects have proved most successful and it is thought that there might be scope for the Council to co-operate in furnishing show houses in Ulster.

Miss Stewart joined the Council in 1946 and in her capacity as retail officer has done much personally to foster the promotion of good design.

She has arranged furniture exhibitions in shops and supervised the furnishing of show houses throughout the country.

She has lectured on many aspects of industrial design of interest to the furnishing trades and has organised design courses for retail salesmen in various trades.

She is an active member of the Design and Industries Association.

Before the war Miss Stewart was an interior decorator working with such well-known firms as D. S. Mann, Arundell Clarke, and Fortnum & Mason, Ltd. During the war she served in the W.R.N.S., was in the first convoy to go through the Mediterranean to Ceylon in 1943 and became Chief Naval Censor on the staff of the C.-in-C., Eastern Fleet.

Serious Fire Damage at Upholsterers

Fire seriously damaged the workroom and offices of Frank Squirrel & Son, upholsterers, Cable Street, Lancaster, last week.

A quantity of carpets and furniture was destroyed and damage was estimated at many hundreds of pounds.

Carpet Labour Force Has Increased In Kidderminster

DURING 1953 the number of workers engaged in the carpet and spinning industry at Kidderminster, Bridgnorth and Stourport rose by 1,025 to a total of 10,247, members of Kidderminster Employment Committee were told by their secretary, Mr. B. C. Marshall, in his report at the quarterly meeting.

In the last three months the number of operatives employed in the carpet and spinning industry in the committee's area had increased by 230 (130 men and 100 women). In December the labour force totalled 10,247 (5,431 men, 4,816 women), compared with 9,222 (4,924 men, 4,298 women) a year earlier, showing a total increase during the year of 1,025 (507 men and 518 women).

General Manager For Norwich Store

On March 1 Mr. E. W. Purser will become general manager of Bonds (Norwich), Ltd. This is a newly created position at the store.

Mr. Purser has been with the D. H. Evans Group for 25 years and gives up the managing directorship of J. F. Rockley, Ltd., Torquay and Newton Abbot, which he has held since 1948. Before that he was general manager at D. H. Evans.

Tenders Accepted In Liverpool

Liverpool Corporation Children's Committee has accepted tenders for the supply and delivery of furniture to the Family Group Home, No. 36, Heaton Close, Speke, submitted by Heaton Tabb, Ltd., Liverpool 1: £297 3s. 9d.; Ray & Miles, Ltd., Liverpool, 3: £63 18s. 0d.; and Lewis's, Ltd., Liverpool 1: £387 13s. 0d.

City Branch For Harringay Firm

Mr. Alfred Spector (left) and Mr. Mark King, principals of The Jayrose Furnishing Company, in the firm's new branch showrooms ("World" picture.).

EXPANSION of their business has been made by The Jayrose Furnishing Company, 63 Grand Parade, Harringay, N.4, who have opened a branch store at 42 Exmouth Market, Finsbury, E.C.1.

The new premises have a modern, open-vision window frontage giving a clear view of the furniture displays on ground level.

The first floor accommodates bedding showrooms and a nursery furniture department; second floor is given over to bedroom suites, dining sets and occasional pieces.

Kitchen furniture, carpets and rugs are on the lower ground floor.

Introducing New Elizabethan

Interviewed by a *Furnishing World* reporter, Mr. Mark King, a partner in the firm, who is in charge of the new branch showrooms, said: "We are introducing a section for New Elizabethan furniture. Nursery furniture is a new field so far as we are concerned, and the department is already proving a successful experiment."

Other partner is Mr. Alfred Spector, who will continue to conduct the business at the Harringay address.

The company was established in 1946.

CITY NEWS

now appears, because of new and improved make-up, at the end of the editorial pages. This week it is on . . .

PAGE 50

Deaths in the Industry

Kidderminster Maker Dies at 92

A FORMER Kidderminster carpet manufacturer, Mr. J. W. Anderson, has died at his Guildford home, aged 92.

He regularly travelled to America towards the end of the last century, and owing to the length of travel in those days he once calculated he had spent more than a year of his life on the Atlantic.

His association with the textile industry began as a partner in the Glasgow firm of Barbour, Anderson and Lawson, which specialised in the manufacture of the highest quality silk curtains and high-grade hand-woven Chenille carpets.

Many of these were made for special orders for America including hand-made carpets of top quality mohair for the Vanderbilts' house in New York.

In 1894 Mr. Anderson joined the late Mr. W. H. Smith and became a partner of Richard Smith & Sons, Kidderminster. In 1896 Richard Smith & Sons and Edward Morton & Sons merged to form The Carpet Manufacturing Co., Ltd., and Mr. Anderson was elected a director of the new company.

Part of his arrangement with Mr. Smith was that he should move his Glasgow business to Stourport, four miles from Kidderminster. This he did, forming the company of Anderson Lawson Company, Stourport. From this firm originated the well-know Alcosto carpet, named after the partners and the town in which it was made.

The Alcosto carpet is still manufactured by The Carpet Manufacturing Co., Ltd. Mr. Anderson left the carpet industry in 1905, but did not retire from active business until 1949.

His only son, Mr. W. P. W. Anderson, is vice-chairman and joint managing director of The Carpet Manufacturing Co., Ltd.

* * *

Mr. T. Ward

Mr. Thomas Ward, Ellers Road, Bessacarr, Doncaster, who was in partnership with his brother as a house furnisher at Waterdale, Doncaster, has died in a Doncaster nursing home. He was 61.

A native of Ripon, Mr. Ward went to Doncaster with his brother, Mr. F. J. Ward, to set up business as cabinet makers in 1919. They transferred and enlarged the business by taking over the firm's present premises at Waterdale.

* * *

Mr. E. H. Garnham

Mr. Edward Henry Garnham, Cantley Lane, Bessacarr, Doncaster, a director of Garnham & Hunt, Ltd., Scot Lane, Doncaster, has died. He was 87.

Mr. Garnham went to Doncaster from London during the time of the heavy blitzes. He became a director of the firm in 1940 and attended the firm's premises each day until his death.

* * *

Mr. A. B. Steel

The death has occurred at Ayr of Mr. A. B. Steel, secretary of the textile manufacturing firm of Steel & Co. (Newmilns), Ltd.

In the early part of his life, Mr. Steel carried on a business in soft furnishings.

Shop Alteration in Birmingham

Extensive interior alterations are to take place shortly at the New Street, Birmingham, premises of Jas. Woodhouse & Sons, which will include a new shop frontage and the rearrangement of the offices.

The alterations will be mainly confined to the ground floor of the firm's existing showroom.

In addition to Jas. Woodhouse & Sons, interior alterations are also eventually planned for Chamberlain, King & Jones, Bull Street, Birmingham.

Works Party Goes to Blackpool

The holiday party of Crosbie Spring Interiors, Ltd., was held at the Winter Gardens, Blackpool.

The works were closed at 2 p.m. and 350 of the 500 employees returned at 4 p.m. to board coaches for Blackpool, which was reached at 5.30.

The party included contingents from branch works at Eccleston Street, St. Helens, and Platt Bridge, Wigan.

Dinner was served in the Spanish Hall at 6 p.m. and afterwards there was dancing in both the Winter Gardens and the Tower Ballroom. The coaches left for home at eleven o'clock.

New Carpet Showrooms in Chelsea

Right, Mr. L. Bernadout.

NEW showrooms have been opened by Bernadout, carpet specialists, at 328 King's Road, Chelsea, S.W.3, following the transfer of their business from 342 King's Road.

The new, modern-fronted premises provide larger display areas on the ground floor, and it is planned to open a lower level showroom in the near future.

Buying is conducted by Mr. L. Bernadout, principal, who has been in the trade for 30 years.

Hull Council Acts on Mock Auctions

Mock auctions are to be the subject of legislation in a future Hull Corporation Bill.

When the subject was mentioned at last week's meeting of Hull City Council. Alderman G. Freear, on behalf of the Market Committee, said that markets authorities had various ways and means of keeping mock auction individuals off market and other Corporation properties.

He hoped that private property owners would take appropriate action towards the same end.

Furnisher Takes Over Adjoining Premises

Mr. H. M. Turner, who in 1949 started the furnishing business of The Park Furnishing Stores, Park Road, Peterborough, has taken over adjoining shop premises.

Before opening his business, Mr. Turner was at the furniture shop of Turners, Ltd., in The Arcade, Peterborough.

"Sirrom" Prices Down

Morris, Wilkinson & Co., (Nottingham), Ltd., have recently revised their whole range of 'Sirrom' prams, and re-costed with the result that reductions on the wholesale prices have been made from 2s. to 5s.

Their export efforts are proceeding with some success. This month they are scheduled to send 'Sirrom' woven fibre furniture to Jamaica, and Nairobi and they have further orders projected for Khartoum.

Biggest-Ever Underlay For Ideal Home

VISITORS to the Daily Mail Ideal Home Exhibition in March will walk on what is said to be the softest and most luxurious footway ever laid in an exhibition.

Silent and springy, it will carry them along the main highway of Arcadia, the Grand Hall spectacle at Olympia, where the exhibition is held.

Reason for this is that the 7,020 square foot moss-green carpet covering the hall has been backed with a resilient foamed-rubber underlay.

This special foundation is the longest continuous stretch of Dunlopillo ever supplied for one contract by the Dunlop Rubber Company, and will ease the tremendous daily vacuum cleaning which the carpet undergoes.

It will also help to preserve it from the effects of the hard wear it will receive from the tread of more than 2,000,000 feet next spring.

Hardura Ltd. will exhibit a wide selection of floor covering. This fairly new product, which is not only effective in the home but in the aircraft, motor and ship-building industries, is being shown at the exhibition for the first time.

Southall Furnishing Firm Expands

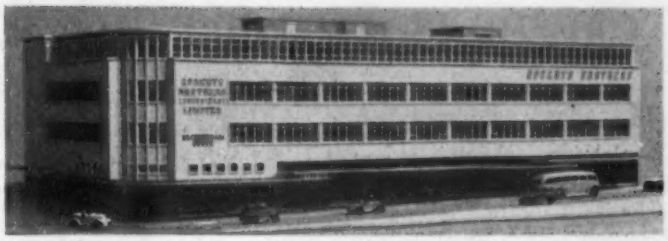
Right, Mr. W. E. Pettett.

IMPORTANT extension of their furnishing business has been made by Parades, Ltd., 56-58 South Road, Southall, Middlesex, following the taking over of corner-site premises with central arcade type entrance at 52 South Road.

Officially opened last week by Miss Joan Dowling, the screen star, the new showrooms have been given over to bedroom suites, dining sets, upholstery and occasional furniture, and are under the managership of Mr. W. E. Pettett, now in his eighth year with the firm . He has been in the trade for 21 years.

The company's existing premises have now been transformed into separate showrooms for enlarged bedding, carpet and kitchen furniture departments. Mr. E. Bridge, previously with the late firm of William Haddrell, Ltd., Southall, is in charge of these sections.

New Store For Sheffield



A scale model of the new store of Roberts Bros. (Sheffield), Ltd. It has a frontage of 208 feet.

THE foundations of the new store of Roberts Bros., (Sheffield), Ltd., which is to be built on The Moor, Sheffield, are now nearing completion, and it is hoped that part of the store will be ready for next Christmas.

Rockingham House, the firm's large store, was destroyed by fire in the blitz of 1940. The new store is being built on the same site, which is where the family business was started in 1896 by the late Mr. Charles Roberts and the present managing director, Mr. Arnold Roberts.

The firm is now one of the biggest family drapery and furnishing concerns of its kind in the city .

Building will be in two phases and the first is expected to be completed for Whitsuntide, 1955; the second stage is unlikely to start before early 1956.

At present, the firm is housed in four shops in different parts of the city, the main premises being at Moorhead.

The new store will have basement departments, a ground floor, first and second storeys. An arcade will extend roughly two-thirds of the front of the store and there will be a continuous canopy over the pavement.

Hardy's of Sunderland Are To Reconstruct Frontage

IN order to take advantage of a rapidly-developing shopping centre adjoining Sunderland Central Station, Hardy & Co., (Furnishers), Ltd., are to knock down the back wall of their Fawcett Street, Sunderland, store and install a modern shop front.

Under a scheme for the reconstruction of the station a through passageway will be built, linking the town centre thoroughfares of Union Street and Station Street. The rear of Hardy's store, which is in Station Street, will be almost directly opposite this new passageway.

"After this 'short cut' is provided, Station Street will become an even more important shopping centre and by providing this new shop front we shall be attracting customers both in Fawcett Street and Station Street," said an official of the firm. "Indeed, we shall encourage people to go through the store into Fawcett Street."

There will be a neon sign at the new Station Street entrance, which will have chromium fittings and an armour-plated glass door. The effect will be in keeping with the modern appearance of Hardy's Sunderland store which has one of the largest floor spaces of any furniture house in the North-East.

The plans for the new scheme were given the full approval of Sunderland Corporation Planning Committee and the Town Council in January and it is hoped to make a start on the work next month.

Birmingham Council Bars Town Hall Show

A BIRMINGHAM furnishing firm's application to hold an exhibition in the Town Hall of Sutton Coldfield was opposed by a large majority of the Town Council last week.

They have sent back to a committee a minute to grant such application as is feared that the furniture exhibition might turn out to be a furniture sale. The minute will enable more information to be obtained.

Before the vote, Ald. Hothersall, as committee chairman, said the local Chamber of Trade had objected, but he hoped the public would be allowed to see the exhibition which might bring the town £100 or more revenue.

News from the F.T.B.A. Areas

Cardiff Hits £2,000 Target

WHEN members of the Cardiff and South Wales Area F.T.B.A. attended the annual meeting at the Royal Hotel, Cardiff, last week, Mr. A. J. E. Hartley, (Beavan & Phillips, Cardiff), presiding, they received news from the treasurer, Mr. A. D. Richards, (Christie Tyler, Ltd., Bridgend), that a target of £2,000 had been reached.

Reporting on the past year's working, Mr. Richards said they had been able to send to head office the sum of £1,931 17s. 8d., which with the £68 2s. 4d. credited to them as their share of G.U.S. subscriptions, brought their total credit up to £2,000.

Having dealt with the balance sheet, Mr. Richards added: "I am sure that this year will show a further increase in income from subscriptions, and go a long way towards an even higher figure than that reached during the past year."

On the motion of Mr. Arthur Phillips, (Greaves & Thomas), the report was adopted, and Mr. Richards was accorded a vote of thanks.

A letter was read from Mr. George Williams, Area president, in which he expressed regret at not being able to attend owing to illness.

"The year just ended," he wrote, (referring to the Area activities) "has been a most successful one, and we have raised far more than ever before. I am very sorry not to have the pleasure of proposing a vote of thanks to Mr. Hartley and his committee for their very hard work during the year that has led to such a satisfactory result. Mr. Hartley has hit a high target that I know the new chairman, Mr. Trevor Jones, and his committee will do their best to live up to, and I hope even exceed . . . ".

Proposing a vote of thanks to the retiring chairman, who had extended a warm welcome to new members, Mr. D. C. Lewis described Mr. Hartley as the staunchest of members. He had attended 12 meetings out of 12. Mr. Lewis added that they owed Mr. Hartley a debt of gratitude for the work he had achieved on their behalf. In seconding, Mr. Trevor Jones expressed the view that no-one could have devoted himself more loyally to the Association.

Mr. Stanley W. Perring, the National President, wrote congratulating Mr. Hartley and his committee on the splendid total raised on behalf of the Association. "I fully realise all the hard work this represents," continued the letter, "and the great amount of time you have given, and I wish to thank each one of you for what you have done. It is a record for the Area of which you can all be justly proud. As I understand you are relinquishing the chairmanship, I extend to you my warm thanks for the support you have given me."

Mr. A. D. Richards was re-elected treasurer, and Mr. Lew J. Rees social secretary.

From 18 nominations the following twelve were elected on the committee:—Messrs. A. J. E. Hartley, F. M. Chamberlain, T. E. Davies, R. J. Cheilds, E. D. Morgan, A. Phillips, N. Wilson, Walter Harding, Bert Ashton, S. Lowi, J. Gordon, and H. James.

. . . and Newcastle Beats Record

EACH year the Newcastle-upon-Tyne and the Northern Area of the F.T.B.A. sets itself the task of exceeding the previous year's total donated to the Association.

The success which has attended the Area's efforts is shown in the substantial donations made both before and since the war, culminating in the record total of £1,150 in 1953.

Although the year has just begun, Mr. M. Barker, the secretary and treasurer of the Area, announced this week that as a result of a Christmas competition £120 has been raised. "We are all set to beat the 1953 figure," he said. "Apart from subscriptions, we are running a dance in South Shields and there is the main event of the year, the dance in the Old Assembly Rooms, Newcastle, on April 7. Last year the Newcastle dance realised £570 and we are confident that this year's function will be equally successful."

This Year's London Golf

This year's annual golf meeting arranged by the London Area Committee of the F.T.B.A. will be held on the two courses at the Royal Berkshire Golf Club, Ascot, on Tuesday, June 15. This news comes from Mr. G. A. Hensher, from whose offices further details will be issued.

Whiteleys To Have Air Terminal

IT is proposed to establish a new international air terminal next to Whiteley's store in Bayswater, London.

The terminal is being promoted by a firm of consulting engineers, C. W. Glover and Partners.

If negotiations reach agreement, Whiteley's will pay for the construction of the terminal which is estimated to cost about £250,000. It will be in addition to the store and will not absorb any of the existing building space.

Will Not Affect The Firm's Trading

Colonel G. S. Brighten, chairman and managing director of the store, said that the terminal will in no way interfere with or curtail the business of the store and its proposed development and expansion.

The intention is that the terminal will cater for all foreign airlines operating into London Airport, who at present use either B.O.A.C.'s terminal at Victoria or B.E.A.'s at Waterloo.

So far, it is understood, more than 30 overseas airlines, including Pan American Airways, have either shown their interest in the project or promised their co-operation.

A tenant company is in process of being formed by C. W. Glover and Partners, to manage the terminal on behalf of the airlines using it, if negotiations are successfully concluded.

The plan has been approved by the Minister of Civil Aviation.

With what appears to be a sufficient indication of support from the airlines on which to proceed, the firm is now making working drawings of the plan for the building, for approval by the Board of William Whiteley.

"How To Tackle Carpet Display Space Problem"

In the article dealing with this question in our last issue we did not say that the double-column pictures on pages 61 and 62 were taken at the Wembley branch of Keith Royle & Co., Ltd. Our apologies.

New Factory for Conways

Conways Upholstery, Ltd., will open a new factory and showrooms at Skinner Lane, North Street, Leeds, 7, during the week January 18 to 22.

Fashion Angle Stressed In Selling Carpets To U.S.

THE importance of studying the American temperament before attempting to sell goods in the U.S.A. was stressed by Mr. E. A. Redfern, general sales manager of Carpet Trades, Ltd., on Monday.

Mr. Redfern was addressing the Incorporated Sales Managers' Association in Birmingham.

Americans were "advertising conscious," which meant that many products which to us were "utility" were sold there on a "fashion" basis. This was certainly true of carpets. One of the main reasons for Carpet Trades' success in the American market was the introduction of carpets with a white cotton back.

"The British exporter, launching his new line, must be prepared for an unexpected kind of sales resistance and must be ready to cash in with any twist that can be given to this fashion angle," Mr. Redfern said.

The slogan "Made in England" was still a valuable asset. But, while its value was unassessable, it had at the same time a boomerang effect, for British merchandise received an inspection and a spotlight out of all proportion to the price charged.

Another important factor when considering distribution in America was an appreciation of the size of the place. In this regard, it was not always realised that the customer from Seattle, Wisconsin, who went to New York to buy, was nearer to London when in New York than he was to his own store.

Regional problems of taste and styling were of tremendous importance, and time spent on reconnaissance was never wasted.

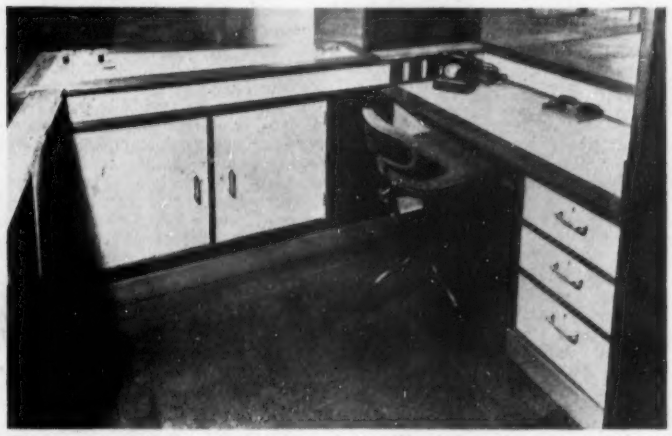
Turning to the question of representation in America, Mr. Redfern strongly advocated that firms should send out their own men.

Stock carried in the United States should be a very strong selling point, and it was normally almost impossible to achieve this without having "your own man out there to watch your interests."

Mr. Redfern remarked that no country appreciated service more than did America, and one of the major criticisms since the war against British industry has been delivery dates.

The speaker, however, added a word of caution as to the type of man whom a firm should choose to represent its interests. He should certainly be no one with a chip on his shoulder about America, and certainly not the cartoonist caricature.

Furnishing of the World's "Most Modern" Building



The reception desk in the entrance hall. Warerite buff weave 5005 and wood surrounds make a pleasing contrast. (Story, page 32.)

Changes On The Sales Side

NOW representing Leylux, Ltd., in the Greater London area is **S. Bloom,** 56 Ashdale House, Seven Sisters Road, London, N.4. (Telephone Stamford Hill 5972). Mr. Bloom has had 25 years' experience in the furnishing trade and has previously represented various firms of repute. He is appointed in place of H. Kaye who died suddenly last November.

☆ ☆

THE Scottish territory has now been taken over for Morris, Wilkinson & Co. (Nottingham), Ltd., by **W. McKeown** who has been indirectly connected with the firm's Lurgan factory site since its opening. Morris, Wilkinson wish to emphasise that their parting with **J. B. Nelson** was on the friendliest terms.

☆ ☆

NORTHERN Area sales manager for The British Domolac Co., Ltd., is **V. A. Jennings** whose headquarters are in Manchester.

☆ ☆

Mr. A. J. Rowat, who, as announced in last week's issue, is the new representative in the West Riding of Yorkshire for William Lawrence & Co., Ltd. Mr. Rowat's telephone number is Sheffield 71732.

☆ ☆

SOME executive staff changes are announced by Bakelite, Ltd.: **P. Smith,** previously sales manager of laminated materials is now sales manager of the thermosetting division, and **C. E. Tofts** is now sales manager of laminated materials.

Tyre Products, Ltd., the makers of "Typrod" domestic link mats, have moved to larger offices at 303 Harrow Road, Wembley, Middlesex. Telephone. Wembley 9555.

Viewpoint

SOMETHING is wrong with the furnishing side of the Co-operative Movement.

Some time ago it was stated by C.W.S. headquarters that unless more furniture were sold to the retail societies one of the wholesale cabinet works would have to be closed down.

This had its repercussions on the retail Co-ops. who formed an "Advisory Technical Panel of the Co-operative Dry Goods Association" whose object it has since been to increase the sale of furniture and similar merchandise.

★★ We recently printed a special report by this Advisory Panel which stressed the need for introducing "more and better selling points."

Here is a quotation:—

"Many societies have insufficient suitable dry goods selling points to cater adequately for the existing membership. Whilst improved selling methods, better merchandising, and modernised premises and fittings may enable such societies to improve their trade to a moderate extent, it is unlikely that outstanding progress can be made without more and better selling points."

So what do we see?

★★ The report was followed almost immediately by the appearance on the hoardings of a giant poster bearing the mystic slogan "C.W.S.—FROM FISH-PASTE TO FURNITURE."

That apparently is one of the new, better selling points to persuade Co-op. members to entrust the furnishing of their homes with their local societies.

★★ Frankly, we can think of no slogan that would be more likely to deter us from furnishing at the Co-op. than this. It infers that fishpaste is just as important as furniture—or even more important since fishpaste takes priority in the wording. It infers, too, that the Co-operative Movement are dealers in miscellaneous merchandise with no specialist approach to the craft of home-making.

And it is a curious fact that a great point was made in the Advisory Panel's report of the urgent need for specialisation. It even suggested that specialist furnishing shops should be sited in the main shopping streets—with, we take it, a small sideline in fishpaste?

We would ask the rulers of the C.W.S. whether they would prefer to take a prescription to be dispensed at a chemist whose window was largely stocked with pots and pans and groceries—or to a specialist pharmacy?

★★ It appears to us that the "Fishpaste to Furniture" slogan must inevitably mar the Co-op. aim to sell more furniture—and place a very powerful weapon in the hands of private firms who concentrate solely on the craft of furnishing a comfortable and beautiful home.

Readers' Viewpoint

Faults in Furnishing Fabrics

The Editor,
"Furnishing World."

From Sir Ernest Goodale, C.B.E., M.C.

SIR,—My attention has only just been called to the letters from Mr. Williams and Mr. Keyte in your issues of December 11 and 18 last, and to your editorial comment in the former in which the name of this federation is mentioned.

First of all let me say that there is no excuse for slovenly business methods such as failure to reply to enquiries or answer letters.

There are, however, one or two points I would like to make on the main subject of faults in fabrics. That these occur all too frequently cannot be denied and I do not wish to deny them, but I can assert that all reputable producers are as concerned about the matter as their customers are, and are striving to overcome these faults.

A few days ago I was looking through a file of association correspondence dated 1938. In this file I found two printed tags or slips used before the war by two manufacturers of high-class fabrics which read as follows:—

1. Yarn Dyed Fabrics have always a tendency to shrink, and allowance should be made for this in hem or heading when making up Curtains, as we cannot accept any liability for shrinking after the making up of Curtains.
2. The perfect piece has still to be woven—the exact match still to be dyed.

These problems, therefore, are not entirely post-war problems.

Many furnishing fabrics contain condenser yarn in the weft. It is an unfortunate fact that the size (that is, the diameter) of this yarn varies considerably. This variation tends to produce bars which are undoubtedly more noticeable in these days when curtains are drawn in the daytime for TV. Discussions with spinners have taken place and they are as concerned about the matter as are the weavers. It seems that little can be done to improve the evenness of the yarn without the installation of new machinery.

While the following does not apply to all fabrics, the demand for novelty in weave or design often necessitates going beyond what might be considered orthodox construction, and the consequent inherent weakness of the fabric may show itself in abnormal take-up or elongation when hanging free as a curtain. Again, some not-so-sound constructions are, if not expressly, at any rate implicitly, demanded by the buyer to-day in order to circumvent the "D" level for purchase tax.

I agree that avoidable faults can only be overcome by greater supervision and a gradual training of the operative to recapture that pride of workmanship which was, and to some extent still is, this country's proud boast. I cannot help feeling that some of it has—temporarily I hope—been lost through the trend to reduce all to an average common denominator, the assurance of a job somewhere whatever the standard of the individual's work, and the lack of enthusiasm for bonus incentive schemes based partly on output and partly on the quality of the work so produced.

Yours, etc.,
ERNEST W. GOODALE,
Chairman,
Furnishing Fabric Federation.

personally speaking...

NEWS OF PEOPLE YOU KNOW

Manages New Store in Sheffield

New manager of the store of J. Graham (Furnishers), Ltd., in Church Street, Sheffield, is Mr. G. Weller, who was previously manager of Jays Furnishing Stores, at Ilford. Mr. Weller was with the George Hopkinson organisation for 17 years.

☆ ☆

BECAUSE of the indisposition of **Sidney Zimmerman,** head of Sidney Zimmerman, Ltd., of Hull, during practically the whole of December, when he was confined to his bedroom, the opening of temporary premises on the Ferensway site was delayed but will take place this week end. As first reported in this newspaper on November 6, Mr. Zimmerman in the near future will build one of the largest furnishing stores in Yorkshire at an estimated cost of nearly half a million pounds. He intends to have a large radio and television department in addition to the strictly cash furnishing business.

☆ ☆

A PAIR of gold cuff-links has been presented to **Herbert Bobby,** managing director of Griffin & Spalding, Ltd., of Nottingham, to mark his ten years with the firm.

☆ ☆

DURING an interval at the annual staff party of Waldo (Sheffield), Ltd., last week, **M. Waldenberg,** director, presented fishing trophies won by the works' team, including the "Waldo" Cup, the Kay Cup, and the Sheffield Upholstery Trades' Cup. The team has a high reputation in the city. Nearly 200 people attended including trade friends.

A Smile with Betts

"Yes, madam, all our chairs are well sprung."

Buying Carpets For London Firm

BUYER for the plain Wilton and hair body department of A. V. Humphries, Ltd., Newgate Street, E.C.1, is now **H. Phillips.** He has been with the firm for 29 years, during which time he has progressed from a junior to buying and representation. He is very well known in the trade and his experience is wide and varied.

☆ ☆

CONGRATULATIONS to **Clive A. Silvester,** director of the family furnishing business, A. T. Silvester & Sons, Ltd., Warwick Road, Solihull, who has married Mlle. Yvette Lemasson, of Denneville, Normandy. The couple met while attending a shooting party in mid-Wales about a year ago.

☆ ☆

MANY happy returns of January 21 to **T. E. Goodall,** senior partner of T. E. Goodall & Son, the Nottingham manufacturing upholsterers. On that day he reaches his 75th birthday.

☆ ☆

NEW headmaster of the Birmingham School of Furniture at New John Street, Aston, is **H. S. Brandon.** He succeeds **A. Gregory,** who retired recently after being with the school since it opened 30 years ago. Mr. Brandon was formerly lecturer at Leeds College of Art. He will be renewing old acquaintances in Birmingham for he was on the teaching staff of the City's College of Arts and Crafts from 1933 till 1950, except for his war service with the R.A.F.

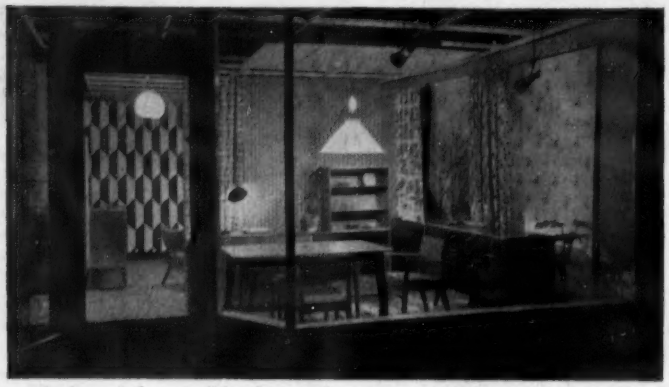
☆ ☆

A VERY pleasant function was held the other day when **Carl Keyzer** of Keyzers Stores, Ltd., Pontefract, entertained his senior staff who have been made directors of the firm at his eighteenth century home at Mentbridge. This house is a famous landmark on the Great North Road and is furnished with period pieces collected over a lifetime.

Nomad

News from the Makers

Morris of Glasgow Open Showrooms in Manchester: "Listening Post"



A view of the new Manchester showrooms of H. Morris & Co., Ltd., of Glasgow.

"THE Centre will do much to encourage the demand for good design," Mr. Neil Morris emphasised when H. Morris & Co., Ltd., of Glasgow, as a service to the public and their stockists, opened a permanent showroom in Manchester to display their full range of New Elizabethan furniture.

No furniture will be sold at the Centre, which is situated at street level in the Deansgate Arcade, and shopping enquiries will be diverted to the appropriate accredited stockists.

First in England

The Centre is the first of its kind to be opened by Morris's in England, and its primary function is to encourage the feeling for good modern design and extend people's knowledge of the Morris furniture available in the shops to-day.

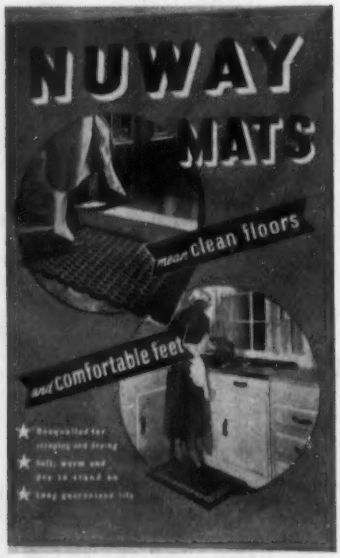
Showing the clear cut, smooth lines of the veneered wood furniture in complementary settings with appropriate wallpaper and furnishing fabrics, sections of the showrooms are arranged respectively as dining, bedroom and living room.

Decorative and colourful contributions are made by Crown and Cole wallpapers and furnishing fabrics provided by David Whitehead and George Henderson. Pilkington pottery and Finmar "Le Klint" lampshades complete the New Elizabethan atmosphere.

Among other things, the Centre will act as a "listening post" where Morris's can test and ascertain public reaction in Manchester and the North-West. From time to time displays will be staged in collaboration with textile and other concerns.

Mr. M. Burns is the Lancashire and Yorkshire representative, while Mrs. Myra Burns is in charge of the Centre.

Showcard To Sell New Mats



An attractive new showcard for their mats is now available from the Nuway Manufacturing Co., Ltd., Coalport, Shropshire.

The card is extremely durable and of such a size as to be useful for either counter or window display without taking up too much space.

The firm's fibred rubber matting is guaranteed for 15 years.

"Most Modern" Building Uses Warerite

BELIEVED to be the most advanced construction of its kind in the world, the new research and design building for C. A. Parsons & Co., Ltd., electrical engineers, of Newcastle-upon-Tyne, makes extensive use of Warerite laminated plastics both as a constructional material and for surfacing furniture.

In the entrance hall, wood panelling and a Warerite buff weave provide effective contrast for reception desk, post box unit, display counters, and telephone booths. Cupboards, drawer fronts, and sink surrounds in the metallurgical laboratories are also surfaced with Warerite for cleanliness and hard wear.

In the large staff luncheon room there are more than 60 tables with Warerite table tops in contrasting colours. The tables were made by New Equipments Ltd. and supplied by Dixon Matthews & Co., Ltd., of Newcastle.

Warerite materials were specified by C. A. Parsons & Co., Ltd., who were their own architects and main contractors.

(Picture page 27)

Upholsterers Move

Relaxateze, Ltd., the upholstery manufacturers, will move on Saturday to larger premises at 6 Kirby Street, Ancoats, Manchester, 4. (Telephone: Collyhurst 3707).

Jarman & Platt Open Yorks Sales Drive

As they have recently taken showrooms in Leeds, Jarman & Platt, Ltd., of 68 Mansford Street, Hackney Road, London, E.2, have appointed James Gough & Son as their representatives in Yorkshire.

They will be in attendance at Jarman & Platt's stand at the Earls Court Exhibition.

RETAIL SELLING PLANS

Realism plus imagination made

Cash Registers Ring at Christmas

Good Ideas To File For Next Season

REPORTS from all parts of the country show that for many house furnishers the Christmas season was one of brisk sales. Large stores and small speciality shops alike were among those who had good news of stepped-up trading, and this was confirmed by the "Financial Times" which reported that *sales of furniture and furnishings and household goods, which are normally low just before Christmas have this year done extremely well.*

Budget Price Gifts

A good deal of the success of this competition for the public's attention was due to the realistic sales and display policy adopted by many firms. Apart from a limited number of customers, at a very small number of stores, to whom price is no object, the average shopper at Christmas time is working to a budget, and having to buy more presents than he or she can easily afford.

This was the reason why those retailers who made a special feature of occasional pieces of furniture and accessories, at prices ranging from a few shillings to a few pounds, were the ones who scored. In some shops emphasis was placed on one or two types of inexpensive furnishings as suitable Christmas presents: table and standard lamps, mirrors, or the extra coffee table so useful for the additional entertaining done at this season.

Yuletide Colours

At other stores the emphasis was largely on colour, with good use made of the red, white and green associated with holly and mistletoe. The bright red shades of New Elizabethan lamps were contrasted with white pot-holders containing evergreen plants or used for trails of holly, ivy or spruce.

Occasional pieces were featured again in windows which took the theme of the Christmas dinner—the centrepiece being a table laid ready for the family meal. Colourful accessories at reasonable prices were grouped around the festive board.

There were also a number of novel displays which captured the magic of Christmas and introduced a touch of fantasy into a commercial setting. A good example of this type of window is shown on page 33. A house of "fairy-tale Gothic" formed two sides of the display, with shutters thrown open and toys standing at the lattice windows. In the foreground was an old organ grinder with his monkey, and a pigtailed small girl handing him some money. The window bed was covered with "snow," and a snowman and Christmas tree were additional touches. The other half of the window was formed by a frame suggesting a lighted shop window displaying quilts, pictures, trays, and other furnishing accessories.

Among promotions organised by retailers was an essay competition for children on "How I should like to spend Christmas Day." This juvenile essay competition, aimed at increasing sales in the furniture department, proved very successful at Stockport Co-operative Society's stores.

The competition, organised by Mr. W. Lloyd, the department manager, was open to boys and girls aged from seven to 14.

Every customer making a purchase in the department of £1 or over

(Continued overleaf)

An unusual display from Lee & Son, of Ashford produced at a nominal cost. The outline of a fireplace is drawn on the glass, with a mantle shelf displaying "Christmas cards"—actually manufacturers' literature. This scheme was used for two windows, one showing traditional and one New Elizabethan occasional furniture. All windows were painted with a white fern motif, and colour introduced by glass witch balls.

This Christmas *Past* Gives *Present* Lesson For *Future*

A framework of white shelves was used in most of Liberty's windows for smaller gifts, and in several cases presents for the home were teamed with models displaying fashions. This window presented a fascinating array of furnishing accessories — trays, mirrors, pottery— from the store's "Collector's Corner."

received an entry form for this special competition to give to his children.

The subject was "How I Should Like to Spend Christmas Day," and winning entrants in the various age groups will receive presents ranging from a wristlet watch and fountain pen to a football and cricket bat.

Mr. Warriner told the *Furnishing World*: "We wanted a Christmas sales idea which would attract children as well as grown-ups, and the scheme has definitely met our needs."

It was the first competition of its kind at Stockport Co-op., and was advertised extensively in the local Press and in the stores.

Transatlantic Tale

From North America also comes news of extra Christmas business for house furnishers, many of the stores going all out with additional advertising at this season.

Marshal Field & Co., of Chicago, issued a "painless" Christmas shopping guide to their customers, showing ways in which this task could be made a great deal easier by a little planning. Among the suggestions were:—

"1.Come early in the season. The sooner you start your shopping the more time you'll have to spruce up your house for the holiday, plan an extra Christmas party or two.

"2. Come early in the day. Smart shoppers everywhere follow this rule. If you come at 9.15 (when Field's opens) you'll get much more accomplished, have time later for a leisurely lunch in one of our tearooms.

"3 Phone your order. Watch for our Christmas ads—they're filled with suggestions. Choose yours, then call us up.

"4 Mail your order. Leaf through our catalogue. They bring the store to you with hundreds of gift suggestions right before your eyes. Take your pick, fill out the order blank enclosed —Field's will do the rest.

"5. Have two lists handy. Make out one—things you're set on buying. Then make a 'things to look at' list. Keep your lists as records of what is done, what's still to do.

"6. Make a schedule. Do this after you make out your list. Plan it by floors, starting at the top and working down. Plan your shopping season as well as your route. Allow a day to shop for family gifts; another one for friends. Set aside a day to spend selecting decorations. And, of course, you'll want a day free to view Field's famous decorations.

"7. Travel easily. Take elevators for long trips, escalators for short ones.

(Continued on facing page)

This display at Lee & Son, Ashford, Kent, got away from stereotyped ideas and subtly conveyed the Christmas atmosphere. The ukelele on one wall and the music stand in the foreground were decorated with holly, while sheet music for carols lay on the pastel rug. Traditional fabric was used for the wall drape and the upholstered wing chair.

"8. Take it easy. Stop for lunch or tea in one of our tearooms. Or head for our waiting room on the third floor for a few minutes' rest.

"9. Consolidate your packages. Have the small ones you carry wrapped together. You'll find desks on every floor but the eighth.

"10. Use our convenient first and third floor storage lockers.

"12. Travel home right from here. Reach the subway entrance from budget floor. Elevated from second floor. Buses and streetcars stop right outside Field's. Take advantage of the special 10-cent Tuesday CTA shopping fare."

"Boutique Noel"

In order to ring up those extra Christmas sales, and at the same time attract customers into the furnishing section of their store, Sloane's of New York opened a temporary department entitled "Boutique Noel." Passers-by could catch a glimpse of this gay corner through one of the store windows, and a special display in this window called attention to the idea with gifts in Christmas wrappings, a colourful peacock, and a sign reading: "We're proud as a peacock of our new 'Boutique Noel'."

On the walls of the boutique, which was devoted entirely to decorations for the home, black-lined gold-framed shadow boxes were set between white pilasters with pink and gold candelabra. In front of these boxes were display tables covered with crimson velvet. The floorcovering was crimson cotton carpeting and the wallpaper a crimson pattern resembling damask.

A number of retailers tied up with a special Christmas advertsing campaign which The Hecht Company had started a month before the holiday. The advertisements used the slogan "Scatter holiday cheer all through the house," and showed a Father Christmas sending down a shower of small rugs through a chimney. Advertisement copy, of which retailers tying up with the promotion made good use, emphasised the seasonal theme. Imported wool rugs were described as "hand-hooked in the Orient, shipped directly to us just in time for your Christmas buying," and cotton rugs could be had in "ten Christmas-bright colours."

An ingenious display with a touch of fantasy made this seasonal window at Grange Furnishing Stores (London), Ltd., one with appeal for adults and children alike.

"Christmas gifts for the Brighter Home" was the message at Jay's Furnishing Stores, Tottenham Court Road, London, and this window featured dining and living room furniture in a setting of trailing ivy and bamboo lattice.

N.A.R.F. Sales Tips

No. 5

"IF the customer is selecting a sofa, how will she light the area into which she plans to move this piece, or does she need a floor lamp? . . . No customer likes to have things forced on her, but she can never object to your thinking with her and making practical suggestions. Another way to plant the seed for a future sale is to suggest interesting new items in stock or something the store expects to feature soon in a sale. This type of selling will leave the kind of impression that is very likely to bring the customer back to you."

No. 6

"MANY customers are likely to bring along a woman friend, a daughter, a husband who will help them reach a decision or support an opinion. Don't ignore that other person. If you can win this second person, it will help you sell to the customer . . . But be sure you carry the ball. Never let the companion take the play away from you or interfere with your object."

Made in Northern Ireland

"Dun-Ease"

SLEEPING EQUIPMENT

NOW in demand all over the world . . . .

7 Wilton Square South BELFAST

Robert Dunn & Co. Ltd.

Telephone: Belfast 22109

TEMPTING AND LUXURIOUS

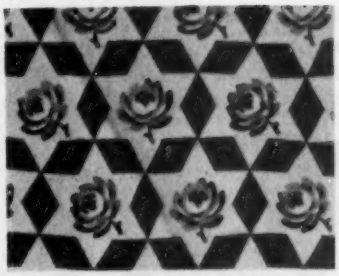
FIRESIDES & DINING CHAIRS

Dignified appearance, sound construction, luxurious ease and comfort make the 'Weymouth' Chair, illustrated, a quick selling line. Like all T and L furniture it is a fine example of British craftsmanship.

T. & L. FURNITURE LIMITED

Manufacturers of Firesides and Dining Chairs

FOUNDRY SAW MILLS, LANE END, HIGH WYCOMBE . Phone: LANE END 242



SOFT FURNISHING SIDE

Right: "Estoril," a gay cotton print by Gayonnes, Ltd., 36 inches wide. The striking two-tone pattern comes in five attractive ground colours.

Left: This machine print, "Dawn," from Morton Sundour (Fabrics), Ltd., has a geometrical pattern and rose motif.

Flower posies are widely spaced on a background with crackle effect in this "Ever-glaze" chintz from Turnbull & Stockdale, Ltd. A 31-inch Rosebank fabric No. 7400 EG, this design has ground colours of pale green, beige-grey, cream, clear grey and peach.

Cottons For Every Taste

THE word "cotton" gives no indication of the variety of furnishing fabrics, printed or woven, which are covered by this term. The association of the word in the mind of many customers is more with qualities of hard wear and washability than with the wealth of ideas and the galaxy of shades to be found in this fabric to-day. A window or showroom display of cottons on their own proves beyond doubt that this material is every inch a fashion fabric which has a good selling story to tell the woman seeking to brighten her home.

Pictured on this page are four cottons, each from a different manufacturer. They have only two things in common—they all belong to the same cotton family and they all combine design interest with durability. Otherwise they vary from the floral posies of Turnbull & Stockdale's chintz with its crackled backgrounds of muted shades to the Mediterranean flamboyance of Gayonnes' "Estoril" which, when first produced, was chosen to decorate sets in the currently released film "Personal Affair." Again, cottons are as diverse as the other pair featured here: Morton Sundour's "Dawn," with its traditional rose motif centred in a geometrical pattern, and the unusual print from Story (Fabrics), Ltd., inspired by ancient coins, and in many of its colourings embodying rich metallic hues.

Coin design on 50-inch cotton print from Story (Fabrics), Ltd.

—Featuring this unique table

NEWBOLD

DOUBLEX

EXTENDING TABLE

NEWBOLD N MADE FOR DISCERNING PEOPLE

AUTOMATIC DOUBLE SWING-LEG

Patent 504409 and Patents pending

- Simply lift up the leaf and the legs glide out
- Twin legs with patented action
- Contains two drawers and two cupboards
- Ample seating for 8 adults

Registered design

- Size 36 in. x 14 in. (approx.) closed
  60 in. x 36 in. (approx.) opened
- Complete foot clearance
- Shelf in one cupboard
- Flush Blockboard Top

F. & C. Newbold Ltd.

Manufacturers of Dining Sets and Bureau-Secretaires

RIBBLETON MILLS, PRESTON

Telephone: 4503

'SHEFCO'

KITCHEN CABINETS

Renowned for design and superb Quality

SHEFCO CABINETS LTD PORTER STREET MOORHEAD SHEFFIELD 1

Modern American Designs That Blend With Traditional Pieces

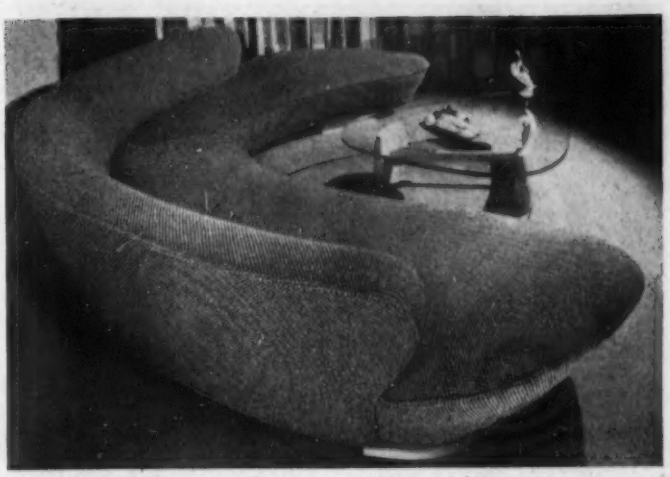
A YOUNG American furniture designing - artist, Vladimir Kagan, is making his name known in the field of contemporary living room furniture in the States.

He is the son of Illi Kagan, who was a master-cabinet maker in Russia, in Poland and later in Germany where he escaped to with his family. In 1938 he took his family over to America.

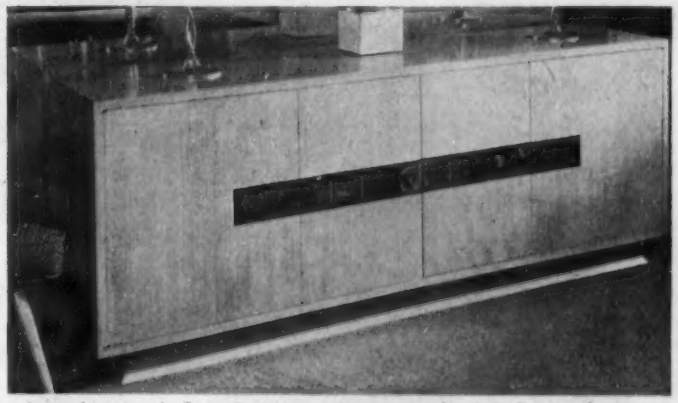
Sculptured armchair in hand-woven fabric.

Young Kagan's partner is Hugo Dreyfuss, an outstanding designing and practical ceramist. The two together—Kagan and Dreyfuss, Inc.—plan the fabrics, the ceramics, the leather as well as the fine highly polished woodwork that go into some of the outstanding modern furniture in the States to-day.

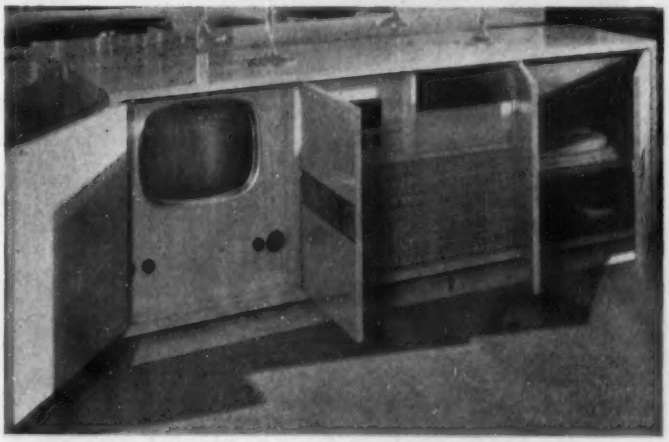
It is said that these ultra modern pieces can be as compatible with homes furnished traditionally as with any contemporary interior.



A sculptured sofa in hand-woven fabric.



A combination buffet, television, radio, gramophone and general storage cabinet. The view above shows the tiles inserted in the doors. Picture below shows the cabinet opened.



Prizes for Direct Mail Advertising

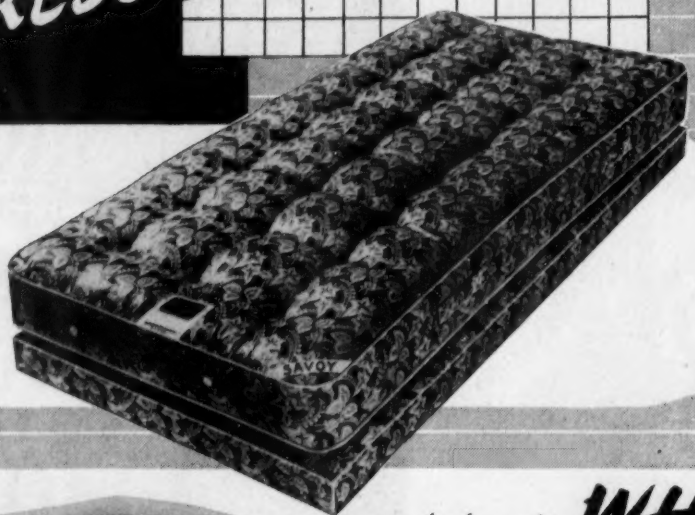
The British Direct Mail Advertising Association annually hold a contest for the best planned direct mail campaign consisting of not less than three shots, for the best single direct mail letter, for the most original direct mail letter, for the best house journal and for the best staff journal.

Entry forms and particulars may be obtained from the Association at 53 Victoria Street, London, S.W.1.

A FAST SELLING MATTRESS

Serial No. ★ 2113
BRITISH
GOOD HOUSEKEEPING INSTITUTE
GUARANTEES
REFUND OF MONEY OR REPLACEMENT IF NOT IN CONFORMITY WITH THE INSTITUTE'S STANDARDS

B S
1877



—and here's WHY

7-DAY DELIVERY

(3-day in certain cases) solves your stock problem—saves your capital—cuts your overheads—brings you satisfied customers, extra sales and profits !

All this—and BSI Standards, the Good Housekeeping Seal of Approval, and 10 years' Guarantee too ! *Silentnight* Mattresses and Divans sell faster because of their absolute reliability—superb quality, life-long durability, keen value . . . all backed by the rapid delivery service you need to turn every enquiry into an order and every buyer into a regular satisfied customer.

Why not write us to-day—NOW—and let one of our representatives call on you regularly every Week ?

Silentnight
MATTRESSES

Telephone :
Barnoldswick 3322

Telegraphic Address :
Lullaby, Barnoldswick

CLARKES MATTRESSES LTD.

BARNOLDSWICK • VIA COLNE, LANCS.

Hostels, Homes and Hotel Works

WALLASEY. Welfare Committee has authorised preparation of detailed plans for the new hostel at Moreton for 40 residents and staff.

NEWCASTLE - ON - TYNE. Old persons' home at Kenton Hall, for the City Welfare Committee. City Architect, 18 Cloth Market, Newcastle.

PORTSMOUTH. Erection of old people's homes at Waterworks Road, Farlington. City Architect, 1 Western Parade, Portsmouth.

HULL. Welfare Services Committee has approved sketch plans and estimate of £10,480 for the conversion of 101-103 Westbourne Avenue to a home for 32 aged persons, and recommends that drawings be prepared and tenders invited.

ISLE OF WIGHT. The Isle of Wight C.C. has agreed that tenders be invited for the erection of proposed home for the blind as annexe to Polars Guest House at an estimated cost of £18,500.

LONDON, E. Extensions to premises at Gun Street, E.1, for a hostel for girls, proposed to plans by D. Stokes and Partners, 32 Victoria Street, London, S.W.1.

DOVER. Plans approved by the T.C. for rebuilding part of the west wing of the Coleman's Nurses' Home, Brookfield Avenue.

WALLASEY. Planning Committee raises no objection to proposal to erect two-storey extension to Victoria General Hospital on land in Croxteth Avenue.

WARRINGTON. Adaptations at Winwick Admission Hospital to provide accommodation for T.B. mental patients, to cost £10,000, has been approved by the Liverpool Regional Hospital Board.

CAMBRIDGE. East Anglian Regional Hospital Board is recommended to appoint Hughes and Bicknell, Tunwells Court, Trumpington Street, Cambridge, as the architects, in connection with proposed villa for aged patients at Fulbourn Hospital.

CUMBERLAND. Health treatment centres at Whitehaven and Penrith, to cost £10,380 and £9,800 respectively, will be erected by the C.C.

MARGATE. Corporation has approved plans submitted by Trust Houses, Ltd., for the erection of a hall and ballroom at the Bungalow Hotel, Lyell Road, Birchington.

MIDDLESBROUGH. Kitching & Co., 21 Albert Road, Middlesbrough, are the architects for proposed conversion of premises in Marton Road into hotel for Merchant Navy Welfare Board, London, W.1. The cost will be about £40,000 and contracts are undecided.

WEST LOTHIAN. Mr. A. L. Kerr, Anndale House, Bents, Stoneyburn, has received approval of the Licensing Court for erection of a public house at Linlithgow.

WHITBY (Yorks). Rebuilding of the "Cod and Lobster" public houses at Staithes. Architect: J. S. Houghton, "Kimberley," 7 Havelock Place, Whitby.

SCARBOROUGH. Extensive improvements to Salisbury Hotel, Huntriss Row, are planned by Moor's and Robson's Breweries, Ltd.

BOURNEMOUTH. Corporation is recommended to accept the tender of Usher's Wiltshire Brewery, Ltd., Trowbridge, Wiltshire, for acquisition of a site at Kinson estate, on which to erect a public-house; and also the tender of Courage & Co., Ltd., brewers, Horselydown, London, S.E.1, for a similar project.

NEW POLICE H.Q.

WISBECH. Isle of Ely C.C. Police Committee has approved revised scheme for proposed new divisional police H.Q. at Wisbech at an estimated cost of £87,000 and recommends that steps be taken to obtain tenders.

BRADFORD. Tenders will be invited by the T.C. for alterations and additions at Oak Hurst Hotel, to cost £6,800.

SEAHAM. Vaux and Associated Breweries, Ltd., The Brewery, Sunderland, have applied to the U.D.C. for a site on the Westlea estate for proposed licensed premises.

SOUTH SHIELDS. T.C. Town Improvement Committee has asked the Newcastle Breweries, Ltd., whether they would be prepared to proceed with the erection of the new Beehive Hotel, Haymarket, Newcastle, if a building licence was forthcoming.

LONDON, W.C. M. Corfiato, Thomson & Partners, 41 Russell Square, London, W.C.1, are the architects for proposed biological science block at Gower Street, W.C.1, for University College of London.

CARDIGANSHIRE. (a) Erection of old people's home at Fendre, Cardigan, and (b) conversion of Highmead Mansion, near Llanybyther, into a special school for educationally sub-normal children. County Architect, County Hall, Aberayron.

CHELTENHAM. Plans submitted: Health centre buildings, Newton Road, for Gloucestershire C.C. Nurses' quarters, rear of Imperial Nursing Home, for Mrs. G. Batchelor.

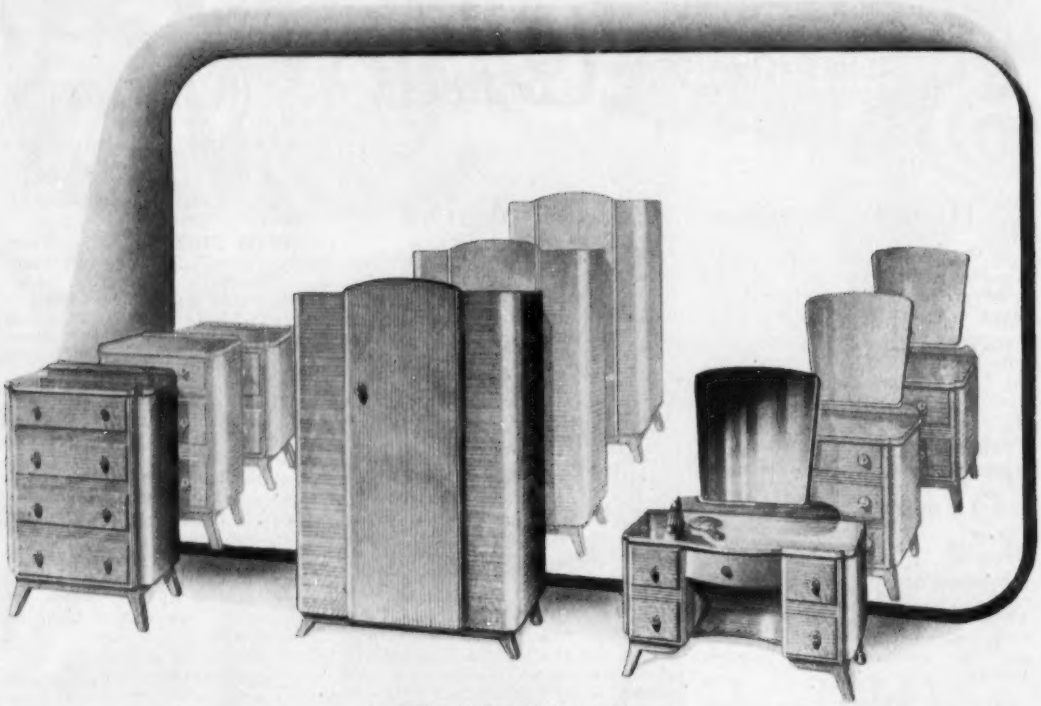
CONWAY. The Welsh Regional Hospital Board, Cardiff, propose adaptations and additions to Oakwood Park Hotel and Estate, Conway, for use as a colony for 600 mental patients. £32,000 may be spent on the scheme in the forthcoming year.

SOUTH SHIELDS. Erection of a yacht clubhouse at South Marine Park, South Shields. Borough Engineer, Town Hall, South Shields.

SUTTON COLDFIELD. Erection of a social centre off Maythorne Avenue, for Cathill (Walmley) Social Club, Ltd. Plans submitted by K. G. Phillips, 67 Hemlingford Road, Sutton Coldfield.

MURTON (Co. Durham). Murton Miners' Welfare Association are to go ahead with scheme for proposed welfare community hall.

The fabulous 'People's' Suite — now in 3-D



THE NEW "STAR" MODEL

MODERN, NEAT, PRACTICAL – and INEXPENSIVE!

3 CHESTS	3 WARDROBES	3 DRESSING TABLES
TWO DRAWER	30" WIDE	TWO DRAWER
THREE DRAWER	36" WIDE	THREE DRAWER
FOUR DRAWER	46" WIDE	KNEEHOLE

3 COLOURS – LIGHT, GOLDEN, LIMED OAK

All pieces are interchangeable

Literature and price list sent on request

WOODLAND FURNITURE (LONDON) LTD.

20 ANGEL FACTORY COLONY

LONDON · EDMONTON · N.18

TELEPHONE: EDMONTON 1040 (15 LINES)

SEE *The People's Series* AT

STAND 9P LOWER LEVEL

BRITISH FURNITURE EXHIBITION

EARLS COURT—15-25 FEB.

First of a Short Series of Articles on . . .

MANUFACTURING TECHNIQUES AND IDEAS

Planning the Spray Shop and Spray Booth

By John H. Ousbey

MOST furniture nowadays receives some part of its finish by means of spray application. On anything approaching a quantity production scale the spraying must be done in a special place, and the location of the spraying and storage of the materials used must comply with certain regulations. There must also be provision to ensure that the spraying work does not cause a nuisance to the immediate neighbourhood.

Although these two main provisions are separate entities legally, spray booths and shops can be constructed to settle both questions at the same time. In this and subsequent articles I shall outline the main requirements of the regulations and give broad suggestions for the provision of spray booths and sprayshops.

Since few workshops and factories are alike in either construction or work turned out there will be individual problems to be settled. If these seem difficult of solution the equipment suppliers should be approached for technical assistance, or independent advice should be sought.

Minimum Inconvenience

Sprayrooms or spraybooths are used to enable the work to be coated with the spray-applied material, usually a cellulose solution or cellulose wood finish in the case of furniture finishing, with the minimum inconvenience to both the operator and the work.

Inconvenience is likely to arise from the overspray from the spray guns causing a hazard to health or settling back on the sprayed work and resulting in a "pebbly" finish which will then need further attention. Removal of the spray fumes and dust is quite easily done by the provision of a fan located in a wall and giving direct access for the fumes to the open air.

If this were all, then the problem of fumes and dust removal would be simple indeed. In some cases the exhausting of a shop can be done on these lines with a high standard of efficiency from the point of view of both the work and the operators' health.

However, the simple provision of exhaust fans might not be satisfactory in all cases. It might cause draughts in the workshops where others are working. Ingress of fresh air from all points may bring dust which could settle on the work, making the final result unsatisfactory.

The most undesirable aspect of such a simple exhaust system is that the fixing of a fan in one wall of a workshop, even in a corner, and the use of this corner for cellulose spraying would result in the whole of the workshop being regarded as a spray-room under the Cellulose Regulations. This would mean that the construction of the entire building would have to be certified to be of a fire resisting nature, with fireproof fittings on all the heating and lighting points. To avoid such expensive and unnecessary work the easiest way is to make a spray room or booth (construction will be covered in the next article).

Clean Finished Work

Another point is that if the spraying were done in one corner of a shop used for woodworking, cleanliness of the finishing work would be hard to maintain. Dust and dirt are the finishers' enemies. Any exhaust system implies the entry of fresh air to replace that exhausted from the room or booth, and unless filtered this new air can carry with it dust and foreign matter to the detriment of the finishing work.

Workers' health is also involved,

The author is seen here testing the viscosity of paint.

and is indeed one of the motivating factors of regulations for spraying of cellulose and other finishing materials. While the spraying of toxic materials is entirely forbidden (for example in painting, workspraying of red lead is not allowed except in very special circumstances), the use of certain cellulose solvents makes the inhaling of the fumes unpleasant. Some people, again, are more liable to be affected than others. On the whole it is wise to ensure that the effects of spray fumes and dust cause no illness or indisposition, either to those doing the spraying or to any other workers in the factory.

It is noticeable in many factories that while certain processes which give off fumes are tolerated, few will work near a point where spraying is done if the exhausting is poor. The provision of exhausting systems which are really effective render the working conditions so good that often not even a mask is needed by the sprayers.

(Continued on page 43)

Latex FOAM RUBBER

DUNLOPILLO Cushioning
STOCKISTS OF ALL STANDARD MOULDINGS & MATTRESSES
EXPERTS IN FABRICATION TO ANY SHAPE OR SIZE
Prompt Delivery Unequalled Service
LATEX UPHOLSTERY LTD.
THE LEADING SPECIALISTS
41, LONSDALE ROAD, LONDON, W.11
BIRMINGHAM TELEPHONE BAYSWATER 6262 GLASGOW

PEARSON & SON
(TIMBER) LIMITED

BEECH ★ OAK

BIRCH ★ RAMIN

IROKO ★ TEAK

MAHOGANY ★ WALNUT

AND

MALAYAN LIGHT HARDWOODS

BIRCH WHARF, RIVER ROAD

BARKING

ESSEX

Telephone:
Rippleway 3074/3075

★

Telegrams:
Timbpehar Barking

Initial Steps in Planning the Spray Shop and Spray Booth

This is the first of a short series of articles by Mr. John H. Ousbey, F.R.S.A., the noted consultant on finishing. He is discussing the points to be taken into account when planning of spray shops and booths begins. In later articles he will go into greater detail of the planning itself.

(Continued from page 41)

Legislation on fire-resisting properties and good exhausting of sprayshops is sensibly set out to make it easier to comply with than to evade the regulations. It is well known that those who handle fire-liable materials use caution, and given common sense the risks of fire can be kept down. But the terrible results when a fire does occur among highly inflammable materials should prove the case, not only for complete compliance with all the regulations, however minor the points may seem, but for going even further in the interests of both work and workers. One or two recent disasters have demonstrated the price paid for carelessness.

A copy of the Cellulose Regulations must be kept in all shops where cellulose and inflammable materials are used. Here, in brief, are the points made.

First of all, persons intending to use cellulose materials as a new venture must inform the Factory Inspector at least a month before the date of commencement. Apart from the legal necessity it is wise to call in the local inspector before finally deciding on the location of the sprayshop, if this is to be a room converted and not a metal sprayboothprovided by a manufacturer. For instance some rooms are semi-underground, and such rooms are subject to special requirements.

Construction of Building

Next, the construction of the building where the intended sprayshop is to be a conversion or a new building, as distinct from a proprietory booth made of metal:—

Certain defined materials are regarded as fire-resistant. For example, a brick building with a slate roof and concrete floor would be regarded as suitable, also a concrete building with a metal roof, but not a building with a roof of asbestos sheeting unless it were intended to provide a steel ceiling under this. Although asbestos itself is fireproof, its brittle nature makes it unsuited for fire resistance unless reinforced in some way.

A partition made of asbestos sheets as a cladding for either hardboard or tongued and grooved matching may be acceptable, but not a partition made of battens with the asbestos sheets cladding this in the normal partition-constructing methods.

A wooden floor would need covering with metal sheets before it could be accepted as fire-resistant for a sprayshop.

All the foregoing can be summarised as meaning that any building could be rendered fire resistant by the erection of partitions or interior walls if these were of suitable construction.

Means of entry and exit are also of interest in the regulations. There must be two doors to a sprayroom, and both should open outwards.

Lighting of a sprayroom, both natural and artificial, must comply with the regulations. All glass in windows must be of the wired glass type, and all electric light fittings must be of the flameproof pattern. All wiring must be in metal conduit. Switches should be either of a flameproof pattern or be outside the sprayroom altogether (often favoured as simplest and most economical).

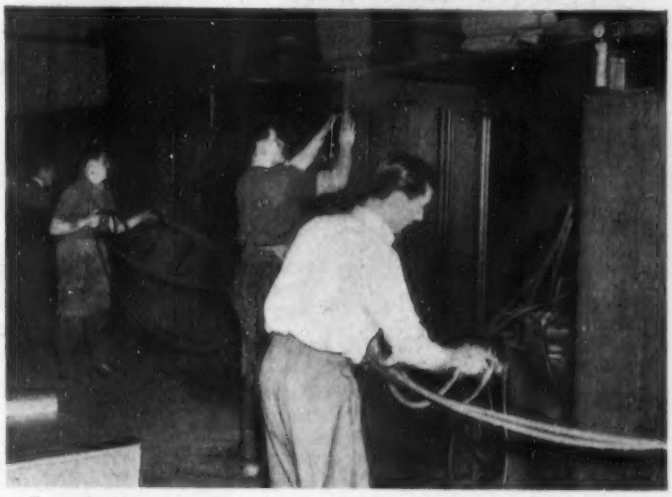
Heating, too, must be safe, and it is evident that no form of heating involving a naked flame would be allowed. Ordinary electric heaters would also be unsuitable, but flameproof electric heaters are now obtainable, and where it is not possible to use extensions from existing hot-water heating systems these are probably the easiest to install.

Enough materials for the day's work are allowed to be kept in the sprayshop and even here must be in a steel cupboard or cabinet. The main bulk supplies must be kept in a suitable outhouse under the terms of a Petroleum Licence. This licence is the concern of the local council and not the Factory Inspector, although, of course, it is the inspector's duty to see that the cellulose is not left unprotected about the factory.

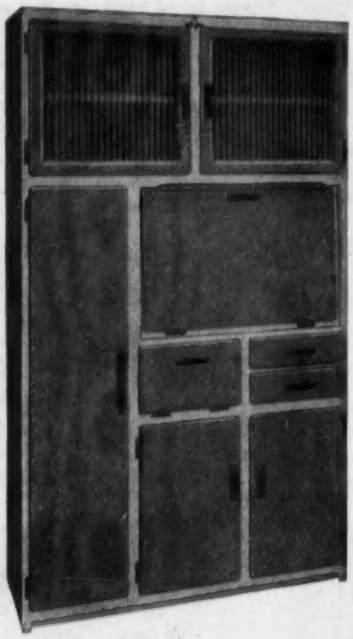
Those are the main requirements of the regulations for a sprayroom where cellulose solutions are used regularly. The regulations must be followed if the spraying is done for more than 15 minutes a day. That is the one exemption allowed under the Cellulose Regulations, and provides for the odd occasion when spraying is required merely as an adjunct to a process in finishing which is quite different from normal spray finishing, such as spraying a sealer coat on a few items, or spraying cellulose through a stencil on to packing cases.

My notes on the requirements of

(Continued on page 47)



General view of the spray shop at Bluestone & Elvin, Ltd., Walthamstow.



ANOTHER ATTRACTIVE HYGENA CABINET

The Princess

The highest grade 6′ x 3′ 6″ beautifully finished and fitted with ample work table, broom cupboard, metal bread container, baize-lined cutlery drawer, linen drawer, etc.

Hygena CABINETS

HYGENA CABINETS LIVERPOOL LIMITED
KIRKBY TRADING ESTATE, Nr. LIVERPOOL

Phone: Simonswood 2614-5. Grams: Hygena Liverpool

(Established 1877)

LEOPOLD FARMER & SONS

Conduct

AUCTION SALES

of PLANT, MACHINERY and INDUSTRIAL PROPERTIES

ALSO

VALUATIONS

for Public Issue, Stock Exchange Quotation, Balance Sheet, Probate, Insurance and other purposes.

FACTORY INVESTMENTS. MORTGAGES ARRANGED

46 GRESHAM STREET, LONDON, E.C.2

Telephone: Monarch 3422 (8 lines) Telegrams: Sites, London

FACTORY SPECIALISTS FOR OVER 75 YEARS

Advantages Claimed For—

Carbide Tipped Tools

And Some Points on Servicing

ALTHOUGH many manufacturers have accepted the carbide-tipped tool as a progressive step in the development of efficient saws and cutters, some makers still seem to regard it with suspicion. They hesitate to face the rather heavy initial expense which they are not certain will prove economical in the long run.

What, then, are the advantages?

Most obvious is the enormous increase in the time the tool holds its edge. When cutting hardwoods, hardboards or other hard materials with an abrasive action the carbide tipped tool gives several times the service of the normal type of tip.

By holding its edge the tool gives a better and more consistent finish, economising on planing and sanding operations. And the longer runs give more output per machine. Grinding, too, is necessary much less frequently, prolonging the actual life of the tool.

So Different From Steel

These advantages naturally depend on the tool being correctly used, which explains why disappointment has sometimes been expressed.

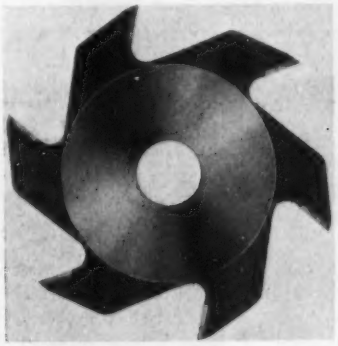
It must be remembered that cemented carbide is not steel and must be treated differently. Tipped tools must be handled with care, and their value respected.

Tungsten carbide is extremely brittle, and even the cemented carbide from which these tips are made—carbide and cobalt finely powdered, compressed, and sintered—is more brittle than high-speed steel. The tips must be protected from contact with hard objects such as concrete floors and steel machine parts, for a sharp blow will chip them—although they will stand up to considerable shock load.

As carbide is so hard, it is not possible to obtain such a keen edge as with steel, so that the tips are not suitable for use on soft woods. But whereas a steel tool, when used on materials with an abrasive action, is rapidly dulled, involving frequent stopping of production to make a change, the carbide tip gives a phenomenally long run and the economy is obvious.

It is advisable, to prolong the tool's life, to give it attention at the first sign of dullness. Hand lapping may be all that is required, though it must be borne in mind that too much of this will alter the cutting angle. Diamond lapping, however, is essential, as nothing else is of service on such a hard material. Grinding, too, must be done with a diamond wheel.

Diamond wheels are expensive, and maintenance of carbide tipped tools may be impossible for the smaller firm. So most small users send their tipped tools back to the manufacturer for servicing, and a quick service is usually provided. C. D. Monninger, Ltd., for instance, offer a 48-hour service. Compared with the servicing time on the ordinary saws and cutters, tipped tools still show an economy because they need servicing only after considerable use.



Pictures show a grooving saw and a tonguing cutter on which the carbide tips have been braised on to the steel body.

Maintenance by the user is worthwhile if extensive use warrants laying down a special grinding machine, acquiring diamond wheels, and arranging for someone to look after all the tipped tools in use.

It is intended later to publish an article specially directed to manufacturers who are already using carbide tipped tools, offering vital advice on servicing their own saws and cutters in the factory.

HOUSE & GARDEN · GOOD HOUSEKEEPING · IDEAL HOME · HOMES & GARDENS · WIFE
LONDON EVENING NEWS · HOME · EVENING NEWS
LONDON STAR · WIFE & HOME · MY HOME
LIVERPOOL ECHO · IDEAL HOME
DAILY MAIL IDEAL HOME BOOK · WIFE

Downland Pillows are Nationally Advertised

The Downland Bedding Co · Ltd · Liverpool & London

L. Marcus Ltd.

WE are holding a special pre-exhibition show of New Models at our showrooms at Beatty Works, Beatty Rd., N.16, from Jan. 18th to Feb. 14th.

AND AT THE

TURK'S HEAD HOTEL

NEWCASTLE-ON-TYNE

from January 18-22. In attendance Mr. Maurice Prince

Send for Our New Catalogue showing all that is best in Oak Reproduction Furniture.

- BEDROOM SUITES
- DINING SETS
- HALLROBES and STANDS
- MONK'S BENCHES
- BOOKCASES, SECRETAIRES, Etc.
- CORNER CABINETS and WARDROBES

• • •

The "RALEIGH" MONK'S BENCH
ELIZABETHAN STYLE

Hand-Carved Linenfold Decoration
Lift Up Seat and Top. Matt Finish

Retails at Approx. - £15 . 2 . 6

L. Marcus Ltd. BEATTY WORKS · BEATTY ROAD
STOKE NEWINGTON · N.16

Telephone : CLIssold 1574/6

HARDWOOD MARKET

By Quercus

American Market To Reopen For British Importer?

THERE is a strong rumour in the trade that 1954 may see the re-opening of the American hardwood market to the British importer. The trade has, of course, been pressing for this for some time. While the issue is still very much in doubt, many members of the trade hope that the next few months may see the granting of some concession, even if it involves only token imports on a limited scale. Should this occur the repercussions on the overseas market as a whole would be much greater than the actual volume of dollar hardwoods involved would seem to indicate. The mere fact that dollar hardwoods, even though on a limited scale, were again available would have a very steadying effect on the present tendency for hardwood prices to continue to rise.

* * *

While on the question of rising prices, there has been further evidence during the past week of an increasing sales resistance on the part of U.K. hardwood importers to Japanese oak. Informed observers, however, believe that these prices have probably now settled down at a level which is approximately 25 to 30 per cent above that operating before the freeing of the Japanese market to this country.

* * *

There is still a good deal of uncertainty about what quantities of Yugoslavian hardwoods will be available during the next six months—or what the price levels will be. In the meantime, the shortage of good quality seasoned oak and beech continues. This shortage has meant that fairly substantial contracts have been placed in recent weeks for some species of West African light hardwoods as substitutes.

* * *

As far as the plywood section of the trade is concerned, the main item of news has (as reported in the previous issue) been the decision that from March 1, recommendations for the granting of import licences will no longer be linked to purchases from the National stock. It seems probable that from that date plywood will be placed on open individual licence, and that the National stock will be sold freely to anyone who wishes to buy it.

How British Furniture Makers Are Stepping-up Production—1

This series spotlights action taken by manufacturers to increase efficiency in production. Details are condensed from the British Productivity Council's "Review of Productivity in the Furnishing Industry."

MAKING a wide range of chairs, cabinets and upholstery, **William Birch, Ltd.,** of High Wycombe, employs 250. They have introduced job costing, production control and progressing. Particulars of each job, worked out beforehand together with the times on each machine, are recorded on rate cards.

A small planning department has been set up. The designer collaborates with the planning group in preparation of designs, although he is allowed to put sales appeal before production requirements. The group consists of a director, the estimator, a production executive and the designer. Consideration is given at the design stage to the methods of breaking down production operations, the possibility of using new machines, and the methods and jigs most suitable.

Since the war most of the machining of parts has been for holding in parts stores. Such stores were begun for chairs four years ago, but they are now used for all types of production.

Time study is the basis for all standard operation times given on the rate job cards; the times are given for each machine, since machine differences affect the accuracy of the timing. In the machining shop time study is now regular practice, and it has been partially introduced in the assembly shop. If the firm improves the method the operation is re-timed, but not if the operative improves it.

Far more machining is now carried out. Assembly of three-piece suites and easy chair frames has been separated and all machining is now done in the machine shop, increasing output many times. With a general shortage of skilled operatives for setting up furniture machinery, William Birch Limited had to train men specially.

A special type of dove-jointing machine has been introduced for gluing.

In the polishing room a recently installed water-wash spray system facilitates the operation. Metal guides have been made for the wheels of the trolleys used in this room for handling.

A fork-lift truck has been in use for the past two years to load timber into kilns.

(Continued from page 43)

the regulations have so far been confined to the points covered by the Factory Inspectors in their efforts to ensure safe working in factories. There is also the fact that spraying work may interfere with one's neighbours.

Possible nuisance must be thought about at the commencement of planning of sprayshop lay-outs or conversions to buildings. There are so many legal enactments under the Town and Country Planning Act that when the Factory Inspector is consulted it is as well also to contact the county planning office and have them outline any special local restrictions on development or the skyline of the district. These may have some bearing on the proposed sprayshop even though the planning department may have no authority inside the factory.

This article is of a general nature. In my next article I shall proceed to details, discussing the various forms of spray exhaust systems and their usefulness in certain cases and for certain work systems reviewed.

ALFRED ARNOLD *For* **MIRRORS**

Head Office and Works:
SHANNON ST. MILLS, LEEDS 9. Tel: 33331

London Office:
34 HANWAY ST., OXFORD ST., W.1. Tel: LANgham 4992

"What's going on?"

We're not quite sure yet, but it's bound to be something good.

"Why?"

Well, the Ditchburn Group are planning a superb display of their products for their Stand at the British Furniture Exhibition.

Stand No. 7T, First Floor,
British Furniture Exhibition,
Earls Court, London, S.W.5

Ditchburn Group

Ditchburns Ltd.
Dependable Furniture Ltd.
Leeds Cabinet Co., Ltd.
The Ladybridge Cabinet Works Ltd.
J. B. Upholstery Co.
The Miles Platting Chair Manufacturing Co., Ltd.
Quin & Son Ltd.
Dependable Products Ltd.
Bolton Upholstery Ltd.
Tyneside Flock Co. Ltd.

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Trading Results

Nairn's Profit £130,000 Up

At £327,155, net profit of **Michael Nairn and Greenwich** has been raised by £131,443 for the year to September 30. The group has increased its equity dividend. Tax provision was £83,445 higher at £213,519. Final dividend is 12½ per cent, against 10 per cent, making 15 (12½) per cent.

Serious Timber Shortage ?

Consolidated trading profit of **Rhodesian Timber Holdings** for year to June 30, 1953, was £110,904, net profit after tax £98,373, current assets £957,746, including stocks £478,634. Current liabilities of £498,802 include trade creditors, etc., £406,314. Dividend 4½d. per Ordinary share. Commenting on the difficult trading period at all centres, the chairman, Mr. W. H. Gould, said serious shortages in supplies of timber were possible in 1954.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Montague Malcolm **Elliott,** lately carrying on business under the style of **M. Elliott and Company,** 487 Hackney Road, London, E.2; Birchwood Cottage, Sandford, London, N.16, and 481 Hackney Road, London, E.2, and formerly at 507 Hackney Road, London, E.2, manufacturing upholsterer. Application for discharge February 11 at Bankruptcy Buildings, Carey Street, London, W.C.2.

Notices of Intended Dividend

Arthur John **Langridge,** carrying on business under the style of **"A. J. Langridge and Son,"** 3 and 3a Canterbury Road, Whitstable, Kent, furnisher. No. 7 of 1952. Claims January 15 to Edward Clarke Williams, Midland Bank Chambers, Herne Bay, Kent.

Winifred **Ashford** (married woman), formerly carrying on business under the style of **C. E. Leach and Son,** 10 Windsor Street, Chertsey, Surrey, dealer in nursery furniture, etc. No. 12 of 1952. First and final of 7½d. in the £ payable at the Official Receiver's Office, 58-61 York Terrace, Regents Park, London, N.W.1.

COMPANIES WINDING-UP

F. and L. Reproduction Co. Ltd., Chapel Lane Sands, High Wycombe, furniture manufacturers.

The Official Receiver has now issued his observations on company which went into liquidation in July last year. He states that in his opinion failure is partly due to mismanagement on part of directors in that, although they had no previous experience of the trade, they caused company to manufacture furniture and to extend its activities without making provision for adequate working capital.

The statement of affairs discloses unsecured liabilities £5,558, all due to trade and expense creditors. In addition there are preferential claims of £1,113 and a debenture for £750. The assets are estimated to realise £2,103 and the deficiency as regards creditors is expected to be £5,318.

Company was formed in 1949 and has an issued capital of £1,000. The directors were Philip Frye and Peter Anthony Layton (formerly Ernst Elias Lehmann).

Mr. Frye has said that one effect of the "D" scheme (which became operative for furniture in December, 1952) was that excessive purchase tax was levied on tables made by company, and it had great difficulty in selling them. Company continued with a reduced turnover until March, 1953, when creditors pressed for payment and threatened proceedings.

The debenture holder became aware of the position and appointed a receiver and manager on April 8, 1953. The receiver has said that all company's assets have been realised. His receipts total £2,111, and after payment of preferential creditors, rent and rates, together with receiver's expenses and remuneration on account, he had a balance in hand of £667.

BANKRUPTCY REPORTS

Ivy White **Van-Brockhoven,** carrying on business under the style of **"Van Bros.,"** 272 Leeds Road, Bradford, soft furnishings manufacturer.

At first meeting of creditors statement of affairs showed deficiency of £746.

Debtor attributed her failure to commencing business without capital; ill-health; inadequate supervision of staff; and losses on motor vehicles.

The matter was left in the hands of the Official Receiver as trustee.

J. E. **Gamlin,** trading as **Direct Quilt Services,** 108 Mercers Road, Upper Holloway, London, N.19, lately carrying on business at 90 Green Lanes, Stoke Newington, London, N.16, dealer in quilts and eiderdowns.

It was stated at first meeting of creditors that debtor had not filed a statement of affairs but a proof of debt for £289 had been received.

No resolution was passed and the matter was left in the hands of the Official Receiver as trustee.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Bickle, D. F. (male), 3 Park Place, Weston-super-Mare, rug and carpet maker. £10 9s. 9d. December 1.

Parker & Co. (a firm), 4 Waterloo Place, Brighton, upholsterer. £32 9s. 7d. November 30.

Adams, James, 114-116 Bowling Back Lane, Bradford, cabinet maker. £13 8s. 3d. December 3.

Parkin, John, 8 Nowell Gardens, Leeds, 9, rug maker. £92 19s. 6d. December 2.

SHAPED PLYWOOD

MANUFACTURED BY
RENN'S SHAPED PLY LTD
63 65 FULLER STREET,
LONDON E.2.
TELEPHONE:
BISHOPSGATE 1158 - 9969 - 9960

Stockroom Dates

Manufacturers are asked to note that details of stockrooms must reach the Editor by the Friday preceding the date of the issue in which insertion is requested.

A. BAVEYSTOCK & CO., LTD. January 18 to 22, at Cheshires', Ltd., St. James's Street, **NOTTINGHAM,** and at Concord House, Holloway Head, **BIRMINGHAM.**

* * *

A. FOGEL & SONS, LTD.. January 18 to 22, at George Hotel, **READING.** Mr. A. J. R. Henderson in attendance.

* * *

D. M. GILBERT & CO., LTD., and GAYWOOD FURNITURE, LTD. January 18 to 22, at Imperial Hotel, **BIRMINGHAM.**

* * *

WILLIAM LAWRENCE & CO., LTD. January 18 to 22, at Regal Cinema, Ferensway, **HULL.** Mr. R. P. Hasler in attendance. Also at Grand Hotel, **BIRMINGHAM.** Mr. R. D. Meanley in attendance.

* * *

HARRIS LEBUS, LTD., will hold the following stockrooms during the week beginning January 18: Music Hall, **ABERDEEN,** Mr. A. H. Brown; County Hotel, **AYR,** Mr. J. Mackenzie Bell; Lower Victoria Hall, **BARROW-IN-FURNESS,** Mr. A. Haskins; Temperance Hall, **HUDDERSFIELD,** Mr. R. Boss; Music Hall, **SHREWSBURY,** Mr. G. C. Owens; Borough County and Central Club, Ltd, **IPSWICH,** Mr. V. S. Holmes; Oxford Halls, **READING,** Mr. S. T. Stubbs; Dolphin Hotel, **SOUTHAMPTON,** Mr. W. Rowland; St. David's Hall, Carmarthen. Mr. C. Pennell; Queen's Hall, **PRESTON,** Mr. N. H. Clark; Spa Hotel, **TUNBRIDGE WELLS.** Mr. P. N. Pearson; Royal Hotel, **BRISTOL,** Mr. P. Irish.

* * *

LEN, LTD. January 18 to 22, at Cheshires, Ltd., St. James's Street, **NOTTINGHAM** and at Concord House, Holloway Head, **BIRMINGHAM.**

* * *

L. MARCUS, LTD. January 18 to 22, at Turks Head Hotel, **NEWCASTLE-ON-TYNE.** Mr. M. Prince in attendance.

* * *

MILWOOD FURNITURE WORKS. January 18 to 22, at Cheshires, Ltd., St. James's Street, **NOTTINGHAM,** also at Concord House, Holloway Head, **BIRMINGHAM.**

* * *

CHARLES NEWTH & SONS, LTD. January 18 to 22, at Queen's Hotel, **CARDIFF.** Mr. R. Cottle, Mr. L. Sayers and Mr. R. Newth in attendance.

* * *

PALATIAL, LTD. January 18 to 22, at George Hotel, **READING.** Mr. A. J. R. Henderson in attendance, also at Victoria Hotel, **SOUTHEND.** Mr. C. H. Davies in attendance.

* * *

PREMIER UPHOLSTERY CO., LTD. January 18 to 22, at Cheshires, Ltd., St. James's Street, **NOTTINGHAM,** also at Concord House, Holloway Head, **BIRMINGHAM.**

* * *

SHRAGER BROS., LTD. January 18 to 22, at 42 Virginia Street, **GLASGOW.** Mr. A. B. Bennett and Mr. F. G. Waldron in attendance.

* * *

J. SUMMERS & SONS (FURNITURE) LTD. January 18 to 22, at Turks Head Hotel, **NEWCASTLE-ON-TYNE.** Mr. L. A. Sampson and Mr. M. Baker, in attendance.

(continued foot of col. 3)

CHARIK BROS. LTD.

Importers of Hardwoods for Furniture since 1911

Sales ex-Wharf or delivered ex-Ship at competitive prices

Over a million board feet of Lumber in Stock

Sales Office

CHALK BRIDGE WHARF, ANGEL ROAD, N.18. TOTtenham 6332

Diary Dates

January 15.—Annual Dinner of Edinburgh and South-East Scotland Master Cabinet Makers' Association at Albion Restaurant, Edinburgh.

January 16.—Annual Dinner and Dance of London Branch of Association of Master Upholsterers at Waldorf Hotel, London.

January 27.—Annual Supper Dance of Swansea and West Wales Area, F.T.B.A.

February 8 to 18.—B.F.M. Northern Exhibition at City Hall, Manchester.

February 11.—Annual Dinner and Ball of Manchester Area, F.T.B.A., at Grand Hotel, Manchester.

February 15 to 25.—B.F.M. Earls Court Exhibition.

February 17.— Annual General Meeting of Association of Master Upholsterers.

February 18.— Annual General Meeting and Luncheon of N.A.R.F. at Connaught Rooms, London.

February 18.—Festival Dinner of F.T.B.A. at Grosvenor House, London.

February 23.—Annual Dinner of National Bedding Federation at Grosvenor House, London.

March 2 to 27.—"Daily Mail" Ideal Home Exhibition at Olympia, London.

March 3.—Annual General Meeting of Birmingham and West Midlands F.M.A.

March 9.—Annual Ball of Birmingham Area, F.T.B.A., at Grand Hotel, Birmingham.

March 10.—Annual Ball of Leeds, Bradford and District Area, F.T.B.A., at Grand Hotel, Harrogate.

April 13.—Annual General Meeting and Luncheon of L.F.M.

April 23 to 25.—Annual Conference of Scottish House Furnishers' Federation at Hydro, Dunblane.

April 25 to 27.—Annual Conference of Association of Master Upholsterers at Ettington Hotel, Stratford-on-Avon.

April 29 to May 3.—Annual Convention of National Bedding Federation at Torquay.

Stockroom Dates

(continued)

SRAGOWITZ & GILLMAN, LTD. January 18 to 21, at Mathers Hotel, **DUNDEE.**

* * *

S. & F. GLENN, LTD. January 18 to 22, at Old Turks Head. **NEWCASTLE-ON-TYNE.** Mr. S. Glenn and Mr. M. D. Prince in attendance.

It'll pay you to

Support this Revolution

There's a revolution afoot, and it can be right up your street if you stock some of the new furniture with WARERITE Surfaces. Housewives have been impressed with the idea put over in powerful full colour advertisements in National magazines that they should 'revolt' against drudgery by insisting on WARERITE-bright furniture. There's sense behind the scheme because the trend today *is* for new colourful materials combined with traditional grace, and furniture made with WARERITE Plastics is just this. There will be mutinous women on the hunt for WARERITE-bright surfaces. It will pay you to support the revolution!

This is one of the full colour advertisements now appearing in such journals as 'Good Housekeeping' 'Ideal Home' etc.

WARERITE

REGD. TRADE MARK

LAMINATED PLASTICS

Write for showcards, literature and names of furniture manufacturers who fit WARERITE surfaces

WARERITE LIMITED (Unit of Bakelite Limited)
WARE · HERTS · WARE 502

W130

. . . . . but of course he couldn't break
a Seven Years Guaranteed Mirror made by : —

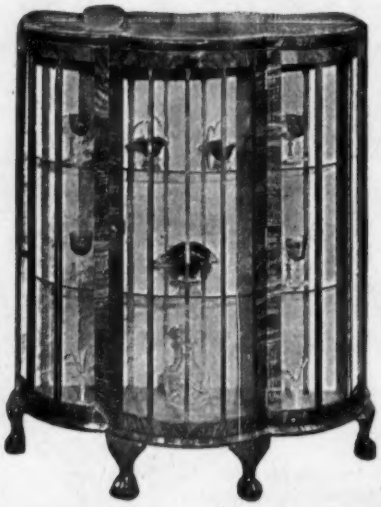
PEARCE & CUTLER LTD.

BRIDGE ST., BROAD ST., BIRMINGHAM 1

PHONE: MIDland 3584 (P.B.X.) **Telegrams: "GLASS", B'ham**

L S CABINETS

SERLINS of TOTTENHAM



HAND CARVED OAK SECRETAIRES AND BOOKCASES

WALNUT SECRETAIRES, CHINA CABINETS AND BOOKCASES

REPRODUCTION AND ALL OCCASIONAL FURNITURE

L. SERLIN & SONS, LTD., Factory Lane, N.17 *Tel.:* TOT 2624/5

(OPPOSITE BRUCE GROVE STATION)

★ INTRODUCING THE NEW

Lintafoam LATEX FOAM UNDERLAY

The first underlay made throughout from virgin latex foam

For the first time in this country, the remarkable new Andalfoam coating process makes available an economic latex foam underlay made entirely from new raw materials . . . of the identical quality to that of fine upholstery cushioning. No waste or reclaimed rubber is used in its manufacture, yet it COSTS NO MORE.

It is completely porous for free ventilation, is as tough as it is luxurious, and will not crumble. It not only increases the life of the carpet but even after many years it remains just as resilient as the day it was laid.

Luxurious Lintafoam underlay has a backing of close woven hessian integrated with latex foam (without adhesives) and is supplied in continuous rolls 36 in. or 54 in. wide, or as stair pads of various sizes.

Please write for samples and very favourable prices. We will also give you the name of your nearest distributor.

LINTAFOAM LUXURY LATEX FOAM

Andalfoam Ltd.

24a Portland Place, London, W.1 Tel: Museum 3118

MADE BY THE MAKERS OF LINTAFOAM LUXURY CUSHIONING

WEST'S CORNICE POLE CO. LTD.

AT YOUR SERVICE

ACTUAL MANUFACTURERS

Send us your Enquiries

DOWELS $\frac{1}{8}''$ to $1\frac{7}{8}''$ Diameter
Quadrants & Half Rounds
Plain Mouldings & P.A.R

ONLY ADDRESS

WEASTE ROAD SOUTH
SALFORD 5

Telephone: PENDLETON 2644

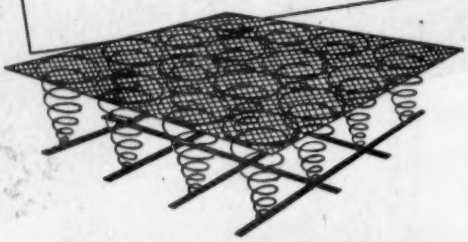
THE FOUNDATION OF LASTING COMFORT

Upholstery Springs
Upholstery Spring Units
Cushion Interiors
Mattress Interiors
Plastic covered Tension Springs
Metal Actions for Bed Settees & Bed Chairs

Coronet Springing

CORONET SPRING WORKS LTD., 44 BUCKLAND ST., LONDON, N.1
PHONE: CLE 7420

SPRING UNITS
FOR FURNISHING AND CINEMA SEATING



WYCOMBE SPRING CO.

COPYGROUND LANE, HIGH WYCOMBE, BUCKS

Telephone: HIGH WYCOMBE 2312

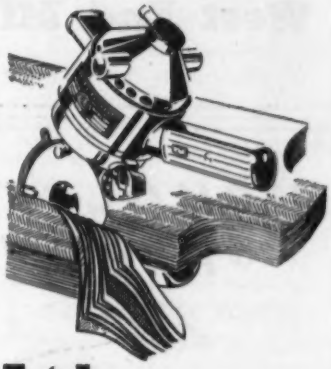
Let us demonstrate our upholstery shears

Supplied in 3 sizes, to cut ½", ¾" & 1¼" depth.

Also with special attachments for jig work.

Electric Hand Shears fitted with special knife and Automatic sharpening device.

Accuracy ensured with the 'KURIS' Cutter. Efficient cutting up to 1¼" lay.



Supplied by

AUBLET HOMER & Co. Ltd.

53 CURTAIN ROAD, E.C.2. BISHOPSGATE 1717

Quality Trimmings sell your products

RUCHE

GIMPS

FRINGES

CORDS

PELMET BRAIDS

TASSELS, ETC.

FROM BRITAIN'S LARGEST MAKERS—

Ernest Turner (Dould) Ltd.

Spa Lane Mills, Derby

WADDINGS—for all purposes

MIRFIELD WASTE Co. LTD.

West End Mills - Mirfield - Yorks

Telephone: MIRFIELD 3237

UPHOLSTERY
Springing

MESH and CLIP-TOP SPRINGING
THREE SPRING LATHES and WIRE
EDGED CUSHION UNITS

All Orders and Enquiries:

ARC SPRING PRODUCTS (NOTT'M.) LTD
29-31 HOUNDSGATE
NOTTINGHAM

Tel.: NOTTINGHAM 46309

THE "BOWLAND" CABINET

A
"FORTRESS"
MODEL
WITH
FULL
SIZE
BROOM
AND
ELECTRIC
SWEEPER
CUPBOARD

"Solid as a Rock"

Delivery area Lancashire, Yorkshire, Cheshire and North Wales

BOWKER BROS. (CLITHEROE) LTD
WATERLOO ROAD · CLITHEROE · LANCS
Telephone: Clitheroe 316

PHOTOGRAPHS SELL

THEY MUST BE GOOD

QUANTITY PHOTO-PRINTING SERVICE ∴ COMPETITIVE QUOTATIONS
PERSONAL ATTENTION TO INDIVIDUAL REQUIREMENTS THROUGHOUT THE U.K. and NORTHERN IRELAND

Telephone:
Bishopsgate
3476

WICKSTEED & PALMER (1946) LTD.
Commercial Photographers, **CHRISTINA STUDIOS, 10 CHRISTINA STREET, CURTAIN ROAD, E.C.2**

CLASSIFIED ADVERTISEMENTS

"Situations Vacant" and "Wanted" and "Representatives Wanted"—2/- a line.
(15% Discount for three or more consecutive insertions.)

All other Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ½ inch. Address: 180 Fleet Street, E.C.4. 'Phone: CHAncery 8844.

ALL ADVERTISEMENTS RECEIVED BY FIRST POST ON TUESDAY WILL APPEAR IN THE SAME WEEK'S ISSUE

SITUATIONS VACANT

THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 15-59 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

AN ENERGETIC and keen Salesman required at once for busy North London retail furnishers; experienced at H.P. and cash trade.—Box No. 9080 Furnishing World 180 Fleet St. E.C.4.

FIRST-RATE SALESMAN required for busy North London shop; top salary and commission; good prospects for energetic man with initiative.—Write stating age, experience, etc., Box No. 9068 Furnishing World 180 Fleet St. E.C.4.

FRENCH POLISHER required for maintenance; part or full time; good workmanship essential.—Write Royal Court Hotel, Sloane Square, S.W.1.

FURNISHING FABRICS: Experienced Salesman required.—Apply Staff Manager, Army & Navy Stores, Ltd., 12 Artillery Row, S.W.1.

KEEN FURNITURE SALESMAN with good experience in Display required by Hackney furnishers. Excellent opportunity and good wage.—Write fully Box 9070 Furnishing World 180 Fleet St. E.C.4.

PARKER-KNOLL, LTD., require a Sales Assistant (male) for their London Showrooms; previous experience in furniture trade essential.—Application should be made by letter giving details of age, experience and present salary, to Personnel Officer, Parker-Knoll, Ltd., Temple End, High Wycombe, Bucks.

PHILLIPS, LTD., of Kettering, have a vacancy for an experienced Salesman in their cabinet and carpet department, used to estimating for carpets, etc.—Apply Manager, 3 and 5 Newland Street, Kettering.

REQUIRED: Tape edge machine operator, male or female; permanency.—Apply The Warwick Bedding Co., Priory Works, Chapel Row, Warwick.

SITUATIONS VACANT

CHRISTIE-TYLER LIMITED
WESTERN UPHOLSTERY LIMITED
Bridgend, Glamorgan

The following opportunities occur in our Sales Organisation.

Assistant Sales Manager (joint). An appointment suitable for a young and energetic man of good education. Preferably with some experience in both retail and wholesale Furniture sales. Must be capable of personal negotiations at high level. Willing to travel constantly in U.K. Remuneration by Salary and Bonus plus travelling expenses.—Applications to Sales Manager, marked ASM, giving fullest details in confidence.

Also

Full Time Representative required to work Scotland, Westmorland, Cumberland. Applicants should reside in Scotland and have experience in wholesale or retail furniture sales, preferably H.P. multiple store training. Must be car owner. Appointment due to transfer of our Mr. Robertson to London. Successful applicant will take over existing accounts. Only energetic men willing to work to Sales Target need apply. Remuneration by Salary, generous Commission, and Expenses, including car allowance. — Write fullest details in confidence to Sales Manager, marked Scotland.

Also

Full Time Representative required to work concentrated South London area, backed by West-End showroom and immediate delivery service. All details quoted in our above advertisement will apply to London applicants, and should be sent in confidence to Sales Manager, marked S. London. Appointment due to transfer of our Mr. J. D. Carter to Manage our London showrooms. Successful applicant will take over existing accounts.

Also

Salesladv/Receptionist required for our West-End London showrooms and office. Applicants should be well-educated, with well-modulated speaking voice, and able to conduct negotiations by telephone. Sales or Receptionist experience is essential. Knowledge of the Furniture trade an asset, but not essential as successful applicant will be given training. Good salary and five-day week. An excellent opportunity for advancement, and progressive, interesting work in congenial conditions is offered to a presentable, ambitious and energetic lady.—Write fullest details in confidence to Sales Manager, marked Receptionist.

Also

Porter/Driver required for our West-End London showrooms and delivery depot. Will drive light van only, but must have knowledge of London for express delivery purposes. Will take charge of the storage depot after training. Preference given to man with similar experience in the Furniture trade, and with ability to do minor servicing to upholstered chairs. Five-day week, standard London rate of pay and regular employment in good conditions offered to right man.—Write fullest details to Sales Manager, in confidence, marked Porter/Driver.

SITUATIONS VACANT

SOFT FURNISHINGS. Man for curtains, pelmets, etc., estimating, measuring and fitting; preferably able to drive.—Winters, 48 Clarence Road, E.5.

VENEER PREPARERS required. Only first-class men need apply. First-class rates of pay offered to the right men.—Apply Box No. 9072 Furnishing World 180 Fleet St. E.C.4.

WANTED, GOOD FOREMAN for chair frame making. Telephone Monarch 0422.

REPRESENTATIVES WANTED

REPRESENTATIVES REQUIRED BY WELL-KNOWN FIRM OF MIRROR MANUFACTURERS TO SELL BRANDED WALL MIRRORS; ONLY FIRST-CLASS MEN WITH ESTABLISHED CONNECTIONS WILL BE CONSIDERED; GOOD COMMISSION AND PROSPECTS; AREAS VACANT ARE: NORTH-WEST AND NORTH WALES, YORKSHIRE, MIDLANDS, SOUTH-WEST AND LONDON NORTH OF THE THAMES.—APPLY BOX No. 9076 FURNISHING WORLD 180 FLEET ST. E.C.4.

BLUE GATE PRODUCTS LTD.

An exceptional opportunity has arisen for a conscientious full-time Representative with live connection (must be car-owner) to handle the popular range of Pride-o'-Home kitchen furniture; our present gentleman in this area is vacating same in order to take over a part London area for the company and his existing connection will be handed over to the selected applicant who will be in receipt of a good retainer, plus commission.

The counties available are Cambridgeshire, Suffolk, Norfolk, Lincolnshire, Huntingdonshire, Northamptonshire, Leicestershire Rutland and South-West Yorkshire.

Replies will be treated in confidence.

Please write or phone Sales Office, Blue Gate Products, Ltd., North Street, Plaistow, London, E.13; telephone Grangewood 7731.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 58

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 57

REPRESENTATIVES WANTED

A REPRESENTATIVE REQUIRED by a High Wycombe Manufacturer of Firesides, and Small Three-piece Suites in the South Wales and Bristol Channel Area. Commission basis.—Apply Box No. 8971 Furnishing World 180 Fleet St. E.C.4.

FIDELIS FURNISHING FABRICS, LTD., 41 Beauchamp Place, S.W.3, require first-class Representatives for the following territories: N.W. England, Midlands, Scotland, Northern Ireland, and Eire; must have good connection retail stores and furnishers; be car-owners and willing attend interview in London; range small but competitive, offering opportunity for energetic men to earn substantial incomes, 5 per cent commission; every assistance given, no objection to complementary lines carried; write fully.

LIVE-WIRE representatives required by walnut bedroom suite manufacturers who will be exhibiting at Earls Court in February for the following areas:—

(1) West of England.
(2) Northumberland and Durham.
(3) Midlands ad Potteries.

This position will be on a salary and commission or commission basis only and applicants should write giving FULL details of age, experience and present agencies.—Box No. 9030 Furnishing World 180 Fleet St. E.C.4.

MR. JOHNSON, OF LEEDS, who answered Box No. 9052, please write in again to confirm address.—Box No. 9052 Furnishing World 180 Fleet St. E.C.4.

OLD-ESTABLISHED Manufacturers of china cabinets wishes to contact first-class representative with entry to group shops, Co-ops. and combines; high rate of commission to good man.—Box No. 9064 Furnishing World E.C.4.

WOODLAND FURNITURE (London) LTD.

REQUIRE A REPRESENTATIVE FOR SOUTH WALES, GLOUCESTER, AND HEREFORD TO CARRY COMPETITIVE BEDROOM SUITES IN CONTEMPORARY AND TRADITIONAL STYLES. EXPERIENCE AN ADVANTAGE BUT NOT ESSENTIAL. APPLICANT SHOULD BE ENERGETIC, OF GOOD APPEARANCE AND PLEASANT DISPOSITION. AN EXCELLENT OPPORTUNITY FOR THE RIGHT MAN. APPLICATIONS TREATED IN STRICTEST CONFIDENCE.

R. L. BAILEY, SALES DIRECTOR, 20 ANGEL FACTORY COLONY, EDMONTON, N.18.

REPRESENTATIVES WANTED

REPRESENTATIVE, full time, required by London firm of floorcovering wholesalers (WFDA) to cover territory South of the Thames; must have connection amongst stores and furnishing houses and be knowledgable of rugs, carpets, linoleums, etc.; own car essential.—Apply giving brief details in strict confidence to Box No. 9074 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE required for the South Wales area by manufacturers of good-quality dining chairs, firesides and adjustable chairs.—Write giving full details to J. W. Bates & Sons, Ltd., Wendover Street, High Wycombe.

SCOTTISH REPRESENTATIVE on commission basis required by well-established firm manufacturing good-class reproduction and contemporary occasional furniture.—Write in confidence, stating area covered, to Box No. 9073 Furnishing World 180 Fleet St. E.C.4.

SLEEPY VALLEY (BEDDING) LTD., require Representatives to carry their range of high-class spring interior mattresses and divans in (a) Midlands, (b) Eastern Counties; gentlemen with real connections in these areas will find this agency a most remunerative one; fullest possible support is given.—Write, in strictest confidence, to Sales Manager, Sleepy Valley (Bedding), Ltd., Weymouth Terrace, London, E.2.

REPRESENTATIVE REQUIRED FOR MANUFACTURER OF THREE-PIECE SUITES, BED-SETTEES, FIRESIDE CHAIRS AND SPRING INTERIOR MATTRESSES FOR LANCASHIRE, CUMBERLAND AND WESTMORLAND AREAS; FIRST-CLASS CONNECTION HANDED OVER TO SUCCESSFUL APPLICANT WHO MUST BE AROUND 35/40 AND POSSESS OWN CAR; REMUNERATION BY SALARY, COMMISSION AND EXPENSES.—BOX No. 9081 FURNISHING WORLD 180 FLEET ST. E.C.4.

REPRESENTATIVE WANTED: EAGER AND KEEN REPRESENTATIVE TO SELL WELL-KNOWN RANGE OF WOOD BEDSTEADS, METAL MATTRESSES AND SPRING INTERIOR BEDDING; FIRST-CLASS SERVICE; WELL BACKED BY OPEN ACCOUNTS WHICH WILL BE HANDED OVER; AREA TO BE COVERED: LANCASHIRE AND CHESHIRE; GOOD REMUNERATION ON THE BASIS OF COMMISSION, SALARY AND EXPENSES; ONLY THOSE WITH PROVED SALES ABILITY AND KNOWLEDGE OF SHOPS IN THIS AREA SHOULD APPLY.—BOX No. 9075 FURNISHING WORLD 180 FLEET ST. E.C.4.

AGENCIES AVAILABLE

ATTRACTIVE REPRESENTATION available for Yorkshire and Northern Counties; old-established furniture firm of high repute offering best quality dining/beds/occasional is open to consider offers.—Details in confidence to A. H. McIntosh & Co., Ltd., Victoria Works, Kirkcaldy, Fife.

AGENCIES WANTED

ENERGETIC YOUNG MAN, well-known in trade, lately left London to reside in Glasgow, is open for Scottish agencies; only large manufacturers able to offer good deliveries; outstanding qualifications and contacts.—Box No. 9078 Furnishing World 180 Fleet St. E.C.4.

SCOTTISH REPRESENTATIVE is now free to accept agency for bedroom and dining-room suites; only manufacturers of high repute and who are able to give good deliveries need reply; commission basis; car-owner; excellent connections; free for Earls Court.—Box No. 9082 Furnishing World 180 Fleet St. E.C.4.

SITUATIONS WANTED

REPRESENTATIVE with first-class connections with retail furnishers in Liverpool, Cheshire, North Wales, seeks new position.—Box No. 9077 Furnishing World 180 Fleet St. E.C.4.

WANTED

WANTED, ADDITIONAL LINE by wholesale house with nation-wide connections amongst furniture shops, curtain and lino store, etc.—Offers in confidence please to Box No. 9028 Furnishing World 180 Fleet St. E.C.4.

TENDERS INVITED

COUNTY BOROUGH OF SOUTHPORT

Tenders are invited for general furnishings, kitchen equipment, crockery, cutlery, hardware etc. for "Fairholme," 8 Oxford Road, a home for elderly persons.

Forms of tender, together with a schedule of requirements may be obtained from the Senior Welfare Officer, Cambridge Hall, Southport, and should be returned in an envelope endorsed "Tender for Furnishings—Fairholme" to the undersigned not later than February 8, 1954.

R. EDGAR PERRINS,
Town Clerk, Southport.

January, 1954.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 59

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 58

PREMISES WANTED

WANTED, Large shop premises for furniture and radio business in main thoroughfares in good industrial districts or towns throughout the country. Would consider long lease or purchase of the property. Also interested in similar good sites for buildings furniture stores.—Details to H. Cassell, Pooles Central Warehouse, Ltd., 2/40 Station Road, Wigan.

EXHIBITION

B.F.M. EXHIBITION, 1954: Advertisers who are precision woodwork suppliers to the furniture and bedding trades wish to be put in touch with non-competitive exhibitors who have stand space available and are prepared to share; many London and Provinicial callers anticipated.—Box No. 9079 Furnishing World 180 Fleet St. E.C.4.

SERVICES AND SUPPLIES

UNDER ONE ROOF

We combine the supply of "FORMICA" and other Plastic
SHEETS
BONDED PANELS
TABLE TOPS

"CRESTOCOVER" Slip-over-Tops and ENAMEL TOPS of any description.

CRESTONA MANUFACTURING CO., LTD.,
138 TANNER'S HILL, LONDON, S.E.8.
TIDeway 4606.

FOR SALE

RECONDITIONED ex-Army huts and manufactured buildings; timber, asbestos, Nissen type, hall type, etc.; all sizes and prices.—Write, call or telephone: Universal Supplies (Belvedere), Ltd., Dept. 46 Crabtree Manorway, Belvedere, Kent. Tel.: ERIth 2948.

DUST SHEETS

BRAND New Unbleached Heavy Cotton and also Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins, Brand New, 1st Quality Jute, size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone: ACO 1788.

ANNOUNCEMENT

The Directors of
HOWARDS (NEWCASTLE) LTD.
desire to thank, most sincerely, all companies and individuals who offered such generous assistance after the serious outbreak of fire at their main Newcastle store. It is hoped that normal business relations will be established in the near future. Meanwhile all trade enquiries should be addressed to
Mr. G. Cawson,
Howards (Newcastle) Ltd.,
Pitt Street, Newcastle

MACHINERY FOR SALE

TWO HYDRAULIC veneer presses for sale, Ram 6½ in. dia. between columns LR x FB 22 in. x 7½ in.; top and bottom plates fitted fabrication joist tables, ½ in. plate tops, 24 x 61 x 5½ in. thick; daylight between tables.—F. J. Edwards, Ltd., 359 Euston Road, London (EUS 4681).

BANDA SPIRIT DUPLICATOR, Model 10, suitable small office; condition as new; price £20.—Telephone Croydon 6178.

STOCKS FOR SALE

SURPLUS STOCKS of new modern furniture bought and sold for spot cash; immediate attention given; establisned over 60 years.—Len Millard 25 The Cut, Blackfriars Road, S.E.1. (Phone WAT 6177.)

3/16 in. LLOYD STANDARD hardboard offcuts 6 ft. x 19 in./20 in., 4 ft. x 9 in./10 in., 8 ft. x 5 in., 4 ft. x 19 in./20 in., 6 ft. x 12 in.; considerable quantities available. —Tickford, Ltd., Newport Pagnell.

STOCKS WANTED

SPOT CASH for cabinet manufacturers' surplus stocks, plywood offcuts, etc.—Full details and price to J. E. Jones, 10 Grey Street, Manchester, 12.

SEE PAGES 57 & 58 FOR FURTHER CLASSIFIED ADVERTISEMENTS

"R.P." BRAND COLD CASEIN GLUES
BONE GLUES & SKIN GLUES
All Grades Sheet and Powder
Special Adhesives for all Trades
ROBERT PINTUS & CO. LTD.
17/19 STRATFORD PLACE, LONDON, W.1. Telephone: GROSVENOR 8251

INDEX to ADVERTISERS

A. & H. Upholstery, Ltd. ... 2
Abel, L., & Sons ... 4
Andalfoam, Ltd. ... 53
Arc Spring Products (Nottingham), Ltd. ... 56
Arnold, Alfred ... 47
Aublet Homer, & Co. ... 55
Austin, F. (Leyton), Ltd. 8 & 9

Bates, C. R., & Sons ... 6
Bentwood (Stratford), Ltd.... 15
Bloomfield, H., & Sons, Ltd. 18
Blue Gate Products, Ltd. ... 11
Bowker, Bros. (Clitheroe), Ltd. ... 56

Cartwright, B., & Sons ... 15
Castle, John S., & Sons..... 16
Chair Centre, Ltd. ... 3
Charik, Bros. ... 50
Chiswell Wire Co., Ltd. ... 17
Clarkes Mattresses ... 38
Coronet Spring Works ... 54

Ditchburn Group ... 48
Downland Bedding Co., Ltd. 45
Dunn, Robert, & Co., Ltd. ... 34

Elkay Furniture Products ... 4
Emkay Furniture, Ltd. ... 2
Ever-Tidy Products, Ltd. ... 14

Fane, S. A. (High Wycombe) Ltd. ... 16

Farmer, Leopold, & Sons, Ltd. ... 44

Gaskin, U. M., & Son ... 19
Gayonnes, Ltd. ... 21
Grant, S. (Furn.), Ltd. ... 16
Greenman, M. H., Ltd. ... 10

Hensher, Geo., Ltd. ... 18
Hygena Cabinets (Liverpool), Ltd. ... 44

Kafa Table Co. ... 18
Kent Nail Works, Ltd. ... 18

Latex Upholstery ... 41
Levin, M., Ltd. ... 7

Mack, G. (Furniture), Ltd. 18
Marcus, L., Ltd. ... 46
Matthews, S., & Sons, Ltd. 6
Mersey Bedding Co., Ltd. Cov. i
Mersey Timber Co. ... 18

Mirfield Waste, Co., Ltd. ... 56

Nathan B. & I., Ltd. ... 5
Newbold, F., & C., Ltd. ... 36
North, B., & Sons (West Wycombe), Ltd. ... 6

Oakridge Chair Works ... 2

Palatial, Ltd. ... Cover ii
Pamphilon, J., & Sons., Ltd. 18
Parker, A., & Co. (High Wycombe), Ltd. ... 12
Pearson, J. ... 42
Pearce & Cutler, Ltd. ... 52
Petmar Industries, Ltd. Cov. iii
Pintus, Robert, & Co., Ltd. 59

Quickfor, Ltd. ... 1

Renns Shaped Ply, Ltd. ... 39
Rexmore, Ltd. ... 4

Rhodes, Wm., Ltd. ... 13
Riley, E. J., Ltd. ... 17
Rose, Salisbury & Co. ... 18
Russell & Co. (Furn)., Ltd. 16

Sewell, J. H. T. ... 18
Shannon, Ltd. ... 11
Shefco Cabinet Co. ... 36
Siddall & Hilton, Ltd. ... 10
Styles & Mealing, Ltd. ... 60
Smith, H. W. ...Cover iv
Smith, J. S. ... 19
Serlin, L., & Sons, Ltd. ... 52
Sorenson, J. ... 14
Star Upholstery ... 14
Stonards, Ltd. ... 12
Sutcliffe, Eli, & Sons, Ltd. 10

T. & L. Furniture, Ltd. ... 34
Turnbull & Stockdale ... 12
Turner, E., (Dould), Ltd. ... 55

Van Hoorn Trading Co. ... 16

Warerite, Ltd. ... 51
Watson & Ewen, Ltd. ... 14
Weisbaum, W., & Sons, Ltd. 16
West's Cornice Pole, Co. ... 54
Wicksteed & Palmer (1946), Ltd. ... 56
Woodland Furniture (London), Ltd. ... 40
Wycombe Spring Co. ... 54

WYCOMBE

PLANNED FURNITURE

S&M

High Quality
CONTEMPORARY and
CONVENTIONAL
DINING ROOM
FURNITURE

STYLES & MEALING LTD.

OGILVIE ROAD, HIGH WYCOMBE, BUCKS

Phone: HIGH WYCOMBE 1313-4

Published by the Proprietors, Trade Chronicles, Ltd., at their Offices at 180, Fleet Street, E.C.4. Telephone: Chancery 8844.
Printed by SAMUEL TEMPLE & Co., LTD., 271b, King Street, Hammersmith, W.6.

'Tweedsmar'

The Latest development in Rubber-Backed Needleloom Carpet.

PI

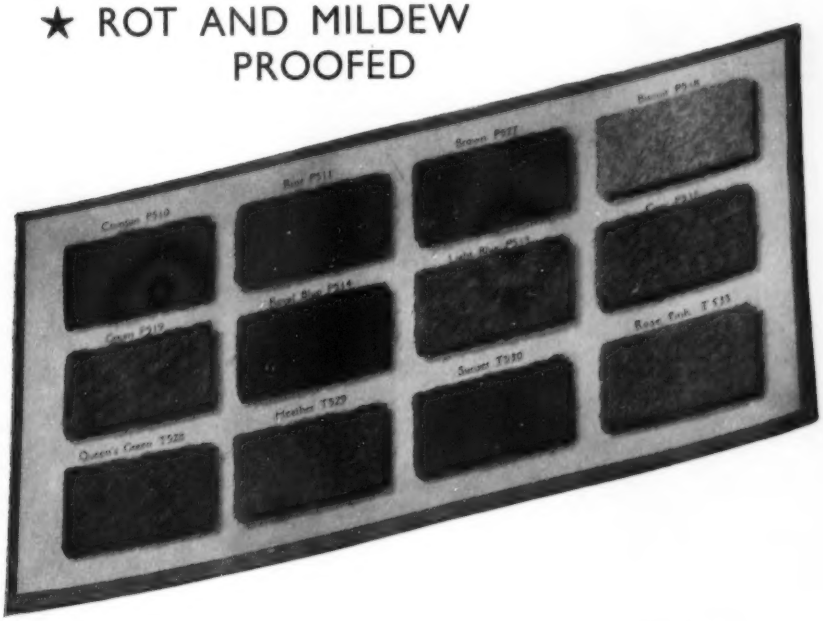
for quality

★ RESILIENT

★ MOTH PROOF

★ PLASTIC REINFORCED

★ ROT AND MILDEW PROOFED



Serial No ★ 1945
BRITISH
GOOD HOUSEKEEPING INSTITUTE
GUARANTEES
REFUND OF MONEY OR REPLACEMENT IF NOT IN CONFORMITY WITH THE INSTITUTE'S STANDARDS

★ DAMP RESISTANT

★ HARD WEARING

★ EASY TO FIT

★ ECONOMICAL

"Grade I quality carries the guarantee seal of the British Institute of Good Housekeeping."

Pattern Books and Brochures supplied on application—

PETMAR INDUSTRIES LIMITED

GREENHILL MILLS, BATLEY, YORKSHIRE Telephone: Batley 1163 (6 lines)

Reproduction Furniture

OF HIGH QUALITY

GATELEG
TABLES

AND

Occasional Furniture

by

H. W. SMITH

of

HIGH WYCOMBE

The "Stuart Set" — 3′ 6″
especially designed for the smaller room

H. W. SMITH, COPYGROUND, HIGH WYCOMBE, BUCKS. Telephone 606